

2023 CASE FOR GIVING

THE CHALLENGES ARE GREAT.  
OUR RESOLVE  
IS GREATER.



# WE'VE GOT WHAT IT TAKES TO GET THINGS DONE.

These last few years, we've faced unremitting crises in our own neighborhoods and in places far away. Working shoulder to shoulder with our partners, we've been able to offer relief and real solutions.

**We've saved lives.**

**Today, the challenges keep coming.** We're called to respond to pervasive poverty and hunger. Escalating antisemitism and anti-Zionism. War in Ukraine. A mental health epidemic. Polarization within our own community. All of this is happening against the backdrop of economic uncertainty that's leaving no one untouched.

**And yet...**

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**WE DARE TO BE OPTIMISTIC.  
WE DARE TO PURSUE  
BIG, INNOVATIVE IDEAS**

— even in crisis (*especially* in crisis). We dare to DO. **Because we have the resources, the know-how, and the network to move mountains.** Powerfully and purposefully. We've proven it, again and again and again.

Every day, we're getting people the help they need, providing the Jewish connections they crave, and mobilizing our community to come together as a force for good.

**While today's challenges are great, our resolve is greater.**





# LET'S TALK UJA.

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## WE'VE GOT REACH

**To Get Things Done.** We fund hundreds of nonprofits and seed grassroots organizations that can work individually and together to respond to ongoing challenges and emerging issues. As the ultimate connector, we have the leverage and relationships to move quickly and effectively.

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## WE'RE NIMBLE

**When Crises Don't Take Turns.** A war in Ukraine. Antisemitism in our own backyard. A mental health epidemic. All at the same time. We've proven we can respond on multiple fronts simultaneously and at a moment's notice. And though we can't know what will strike next, we can be ready.

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## WE'RE A WIDE-OPEN TENT

**And Never Has That Mattered More.** We offer a safe, welcoming communal space, an antidote to societal divisiveness and incivility. As a community convener, we bring together diverse Jewish voices around issues of common cause. We're also striving every day to create a more inclusive and equitable Jewish community.



# LET'S TALK LEVERAGE.

When you give to UJA, you're supporting \$150 million in grants awarded annually to a network of nonprofit partners and hundreds of grantees in New York, in Israel, and around the world.

But...

## YOUR GIFT LEVERAGES SO MUCH MORE...

### MILLIONS OF DOLLARS IN GOVERNMENT FUNDING

UJA advocates at the federal, state, and city level for millions of dollars in government funding, benefiting the social service sector, nonprofit security, Holocaust survivors, Jewish day schools, and more.

### CAPITAL FUNDING

We raise millions of dollars in capital funding on behalf of our partners to buy, construct, and renovate facilities to meet our community's changing needs.

### ECONOMIES OF SCALE

We provide our partners an array of cost-saving and consultancy services: Professional development. Technical support. Savings on insurance. Help with investment management.

### MASSIVE SAVINGS ON OVERHEAD

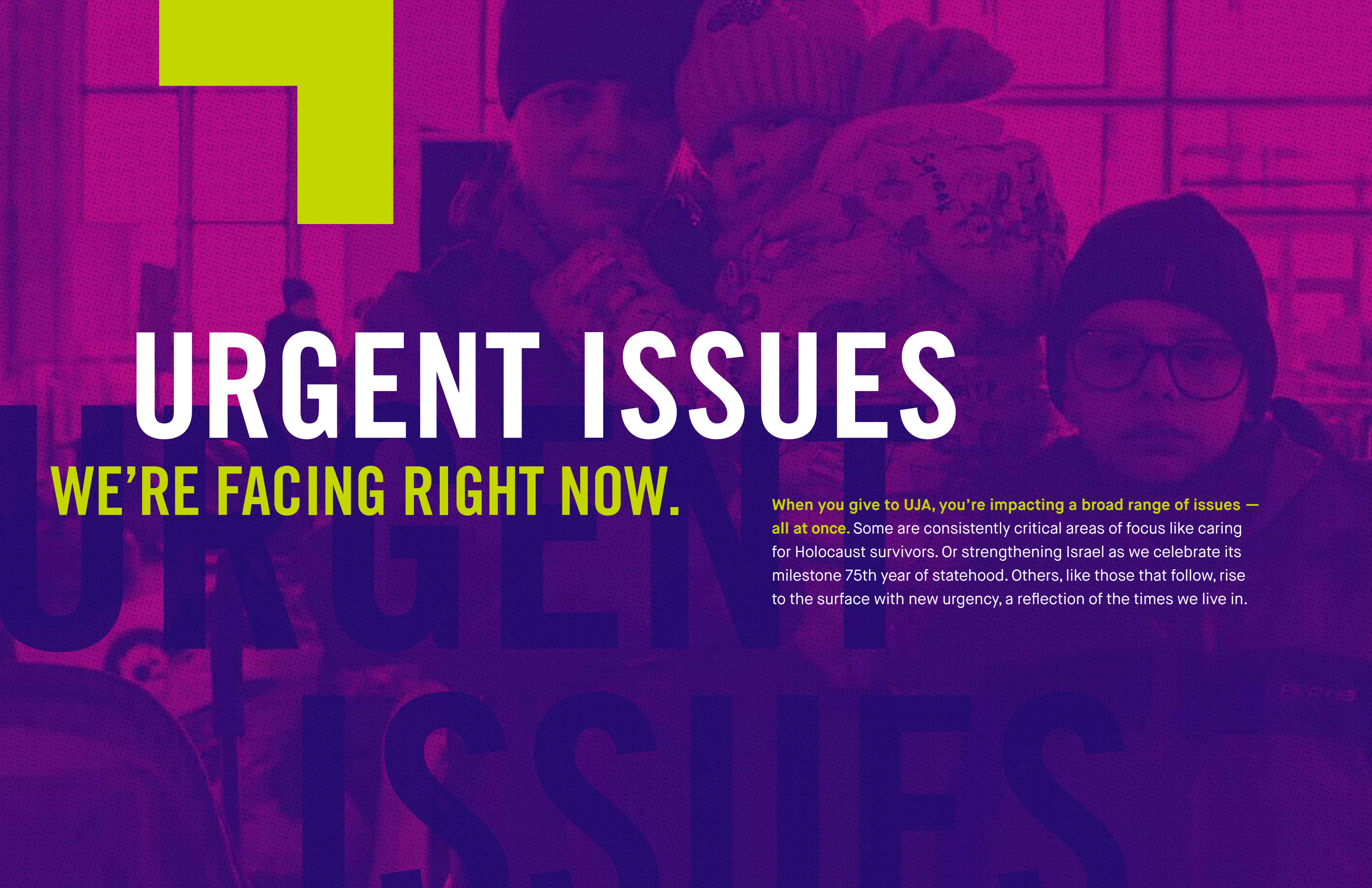
We rent UJA-owned properties to our partners at a nominal cost, saving network nonprofits \$26 million annually — money they can spend on helping people.

**That's how we strengthen our network of partners from the ground up. And that's how we're prepared to handle any crisis thrown our way.**

### WE'RE USING THE POWER OF OUR NETWORK TO TAKE ON CLIMATE CHANGE.

We're looking across our network at ways to reduce our carbon footprint. With incentives from UJA, all 22 partner JCCs have now had energy audits, which help unlock government and UJA funding for building updates. By 2024, we're going to help all our JCCs go greener. And with hundreds of Jewish spaces before us, we're just getting started.





# URGENT ISSUES

WE'RE FACING RIGHT NOW.

When you give to UJA, you're impacting a broad range of issues — **all at once**. Some are consistently critical areas of focus like caring for Holocaust survivors. Or strengthening Israel as we celebrate its milestone 75th year of statehood. Others, like those that follow, rise to the surface with new urgency, a reflection of the times we live in.



URGENT ISSUES

# FIGHTING HUNGER AND POVERTY

Traffic at NYC's food pantries and soup kitchens remains high this year, 68% above pre-pandemic levels — and Jews of all ages are in the mix. Holocaust survivors and elderly immigrants from the former Soviet Union are among the poorest in our community. A stunning 40% of CUNY Hillel students experience food insecurity.

We proudly support the largest kosher food program in New York, where we're transitioning traditional food pantries to a more efficient digital model. Looking to 2023, we're building a hub in a low-income Jewish neighborhood in Brooklyn (just like we did in Queens) that will offer legal, emotional, employment, and financial services — all under one roof. To reach CUNY students, we're investing in social services at their go-to Hillels, where they can also connect to Jewish life. And we're leading advocacy efforts to secure government funds for Holocaust survivors. Hunger is insidious and too often invisible.

**That's why we're fighting it with everything we've got.**





URGENT ISSUES

# COMBATING ANTISEMITISM AND ANTI-ZIONISM

New reporting from ADL and UJA's Community Security Initiative (CSI) reveals hate crimes have increased significantly in New York City, with Jews the targets of 40% of these crimes. The report also describes the spike in antisemitic incidents driven by extreme anti-Israel sentiments during the May 2021 Israel-Hamas war.

Our funding educates people both within and outside the Jewish community on what antisemitism is and how to fight it. New this year, we're supporting an initiative to train public school teachers in how to teach about contemporary antisemitism and Israel. We're continuing to grow CSI to help protect 2,000 local Jewish institutions, with online and offline experts immersed in threat detection and prevention. To counter the demonization of the Jewish State, we're sending diverse leaders to Israel to develop a more nuanced understanding of its history and present reality. **When it comes to drowning out anti-Jewish hate, we're securing allies willing to raise their voices and amplify our own.**





## URGENT ISSUES

# RESPONDING TO WAR IN UKRAINE

Since Russia invaded Ukraine on February 24, 2022, millions of Ukrainians have become displaced or refugees. Even if the war in Ukraine ended today, the rebuilding and recovery efforts would take months, if not years. And the war appears to be far from ending.

We've already allocated \$20 million in emergency funds, giving refugees the financial and emotional support to integrate into new communities, whether they remain in Europe, choose Israel, or resettle here in New York. These funds are also providing critical aid for those who remain in Ukraine and require food, cash assistance, shelter, home repair, help finding jobs, and physical and mental healthcare. Additionally, we're closely monitoring the Jewish community throughout the region, who are caught in a tenuous political and economic climate and may soon require additive support. **We were there before the war. During the war. And we'll be there after to help pick up the pieces and rebuild.**





URGENT ISSUES

# CONFRONTING A MENTAL HEALTH EPIDEMIC

In December 2021, U.S. Surgeon General Vivek Murthy raised the alarm on a mental health crisis affecting young people. UJA's own Covid-19 Impact Study found that 29% of young adults, ages 18-34, reported symptoms of anxiety and depression. It's clear that we must act — and we are.

We're providing increased funding for psychologists, support groups, and mental health training at JCCs, camps, day schools, and social service providers. Our aim is to reach a wide range of communities and populations, including Orthodox, Russian-speaking, Sephardic, LGBTQ, children with disabilities, people of color, and lower-income families. We're also increasing funding to address domestic violence in the Jewish community through expanded outreach, awareness, and legal and clinical support. And we're working to combat isolation and loneliness among older adults. **For those who may feel shrouded in darkness, we're shining a light.**





URGENT ISSUES

# STRENGTHENING JEWISH CONNECTIONS

Mirroring society at large, the Jewish community is increasingly polarized. If we're going to be able to deal with the challenges of these times, we need to find common ground and a way to listen and learn about one another.

That's why we're supporting cutting-edge programs that help teens learn to navigate difficult conversations about Israel — recognizing that we can support Israel and hold opposing points of view about specific policies. Knowing well that the Jewish community is anything but homogenous, we're funding a range of programs for LGBTQ+ Jews, Jews of Color, interfaith families, and families that may not have found a home in traditional Jewish spaces, creating pathways to Jewish life and empowering Jewish leaders of all backgrounds.

We're continuing to bolster the ties between Israelis and American Jews, so that we understand our values and the diversity of our communities. We're also still investing in groundbreaking programs that bridge divides among diverse segments of Israeli society. And we're celebrating the opening of our Jerusalem Campus for the Arts, bringing a multitude of voices from different backgrounds to the center of Israel.

**We believe our diversity is one of our greatest strengths.**





# LET'S TALK ABOUT YOU.

# YOU

There are challenges in life that no one should bear alone. That's why we'll always be here for you and your family. From social programs for kids with autism to an online platform for teen mental health issues. Israel trips and education for your high school and college students. Help caring for your elderly parents. And access to compassionate end-of-life care and bereavement counseling. With UJA, you're never alone.





# JOIN US.

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## **GIVE TO UJA'S ANNUAL CAMPAIGN. AS GENEROUSLY AS YOU CAN.**

When you give to UJA's annual campaign, you're joining a community of innovators and problem-solvers, impacting millions of people. Thoughtfully, efficiently, and effectively.

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## **GET INVOLVED WITH US.**

Choose to give. Volunteer with us. Attend events online and off. Advocate for the issues you care about. Pick one way to get involved — or all of them. Make UJA yours, and change lives while you do it.

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## **SECURE OUR COMMUNITY WITH A LEGACY GIFT.**

Legacy gifts keep UJA's endowment strong and allow us to respond to crises, like the war in Ukraine, without hesitation. Our endowment provides one-third of our resources each year, giving us greater day-to-day impact — here in New York, in Israel, and around the world. Leave a legacy gift with UJA and secure our community's future. Be the one remembered with gratitude. For generations.



UJA-Federation of New York cares for Jews everywhere and New Yorkers of all backgrounds, responds to crises close to home and far away, and shapes our Jewish future.

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