



Jewish Federation[®]
OF SOUTHERN NEW JERSEY
AND OUR FAMILY OF AGENCIES

“

**SOUTH JERSEY
JEWISH
COMMUNITY
TRACKER**

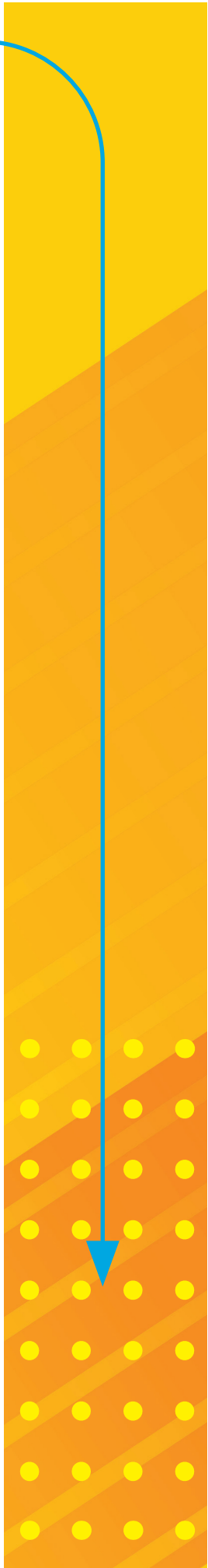
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2019



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BACKGROUND

Intended as a follow-up to the 2013 Pop Study conducted by the Jewish Federation of Southern New Jersey (JFED), the Community Tracker asks qualitative, as well as quantitative, questions to describe our community. The Tracker was first launched in 2017, with the report published in 2018. In 2017, the original Tracker surveyed 20 local Jewish organizations which included synagogues, day schools, and emergent Jewish organizations (EJO). In 2018, The Jewish Federation’s family of agencies were included to create a more comprehensive picture of our community. Data collection was done via an online survey. We made every attempt to keep the Tracker questions standard so we can gauge trends, but some questions were modified based on feedback from the survey in 2017. The information set forth in this summary is based solely on the information supplied by the organizations that responded to the survey. Information has been used by JFED to assist with planning for the greater community outside of its own family of agencies and has been shared with the community.

INVITED ORGANIZATIONS



Synagogues

TOTAL INVITED 14

RESPONDED* 9

- | | | |
|--|-------------------------------|-----------------------------|
| Adath Emanu-El* | Chabad (Camden & Burlington)* | Congregation Sons of Israel |
| Congregation Beth El* | Chabad Gloucester | Temple Sinai* |
| Congregation B’nai Tikvah Beth Israel* | Temple Beth Shalom* | Torah Links |
| Congregation M’kor Shalom * | Temple Emanuel* | Young Israel of Cherry Hill |
| Congregation Beth Tikvah* | Temple Har Zion | |



Day Schools

TOTAL INVITED 3

RESPONDED* 3

- | | | |
|------------------------|--------------------|---------------|
| Kellman Brown Academy* | Politz Day School* | Foxman Torah* |
|------------------------|--------------------|---------------|



Emergent Jewish Organizations (EJO)

TOTAL INVITED 2

RESPONDED* 2

- | | |
|--------------------------------|-----------|
| Moorestown Jewish Association* | Nafshenu* |
|--------------------------------|-----------|



Jewish Federation Agencies & Supporting Organizations

TOTAL INVITED 8

RESPONDED* 8

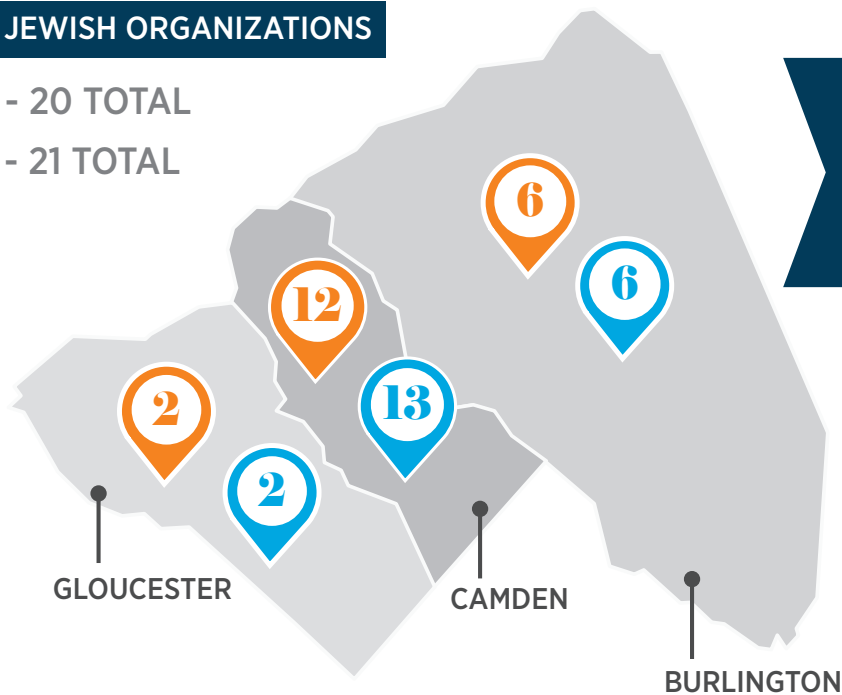
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| Jewish Community Foundation, Inc.* | Jewish Community Voice* | Katz Jewish Community Center* |
| Jewish Community Properties* | Jewish Family & Children’s Service* | Raymond & Gertrude R. |
| Jewish Community Relations Council* | Jewish Senior Housing and Healthcare Services* | Saltzman Foundation* |

WHERE WE ARE

All responding organizations, which includes synagogues, day schools, and EJOs, are located in the tri-county area serviced by JFED: Burlington, Camden and Gloucester Counties.

LOCATIONS OF JEWISH ORGANIZATIONS

- 2019 - 20 TOTAL
- 2018 - 21 TOTAL



One organization has locations in both Camden and Burlington Counties, thus the total locations is 21 in 2018 and 20 in 2019. One synagogue closed in 2018.

WHO WE ARE

Data is based on self-reported numbers from each organization, but not all organizations completed all of the survey questions. The below data reflects totals from the 6 synagogues that reported in both 2018 and 2019.

Synagogue data only reflects totals from the 6 synagogues that reported in both 2018 and 2019.

	SYNAGOGUES		K-8 DAY SCHOOLS		EJO	
	2018	2019	2018	2019	2018	2019
HOUSEHOLDS/FAMILIES	2,843	2,857	168	180	NA	107
INDIVIDUALS	7,220	6,467	231	236	NA	NA

We are beginning to track full-time and part-time employees. There currently is not enough data to show any trends.

As recommended, in 2019 we assessed the number of people who are no longer affiliated with each organization. Data includes all 9 responding synagogues.



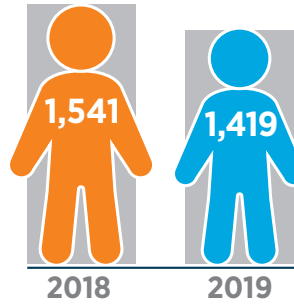
JEWISH EDUCATION

This section focuses on our Jewish education for youth including supplemental schools, day schools, and early childhood centers.

SUPPLEMENTAL SCHOOLS

11 SCHOOLS IN 2019

This continues to be the preferred choice of Jewish education.



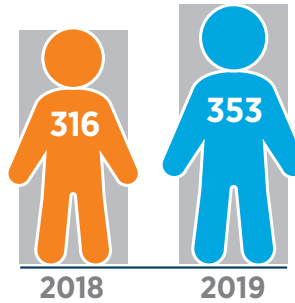
Of the 14 synagogues, 10 offer after school supplemental religious school programs and one EJO offers a religious school program as well.

▼ 122 TOTAL STUDENTS K-12

DAY SCHOOLS

3 SCHOOLS IN 2019

The schools are two ECC-8 and one high school for boys only.



Orthodox day schools continue to increase enrollment.

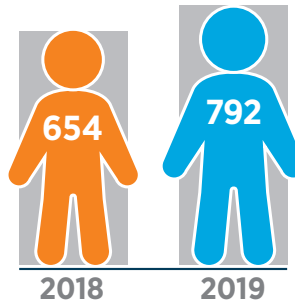
▲ 37 TOTAL STUDENTS ECC-8

+72 REPORTED HIGH SCHOOL STUDENTS IN 2019

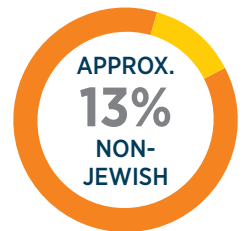
EARLY CHILDHOOD CENTERS (ECC)

8 CENTERS IN 2019

Recent analysis estimates 21% of eligible children ages 0-5 in our community are enrolled in a Jewish ECC.



There are two ECCs located in our day schools and the rest are in either the synagogues or our JCC. Other than the day school ECCs, all others have non-Jewish students.



EDUCATION SUMMARY

We have seen a decline in both supplemental, day school and early childhood enrollment. This chart shows data from a previous Jewish education census in 2004 and compares it to our current enrollment data.

	2004	VS	2019	
Religious & Day School	3407		1727	49% ▼ 1680
ECC	987		792	20% ▼ 195

One religious school closed and one EJO started a school.

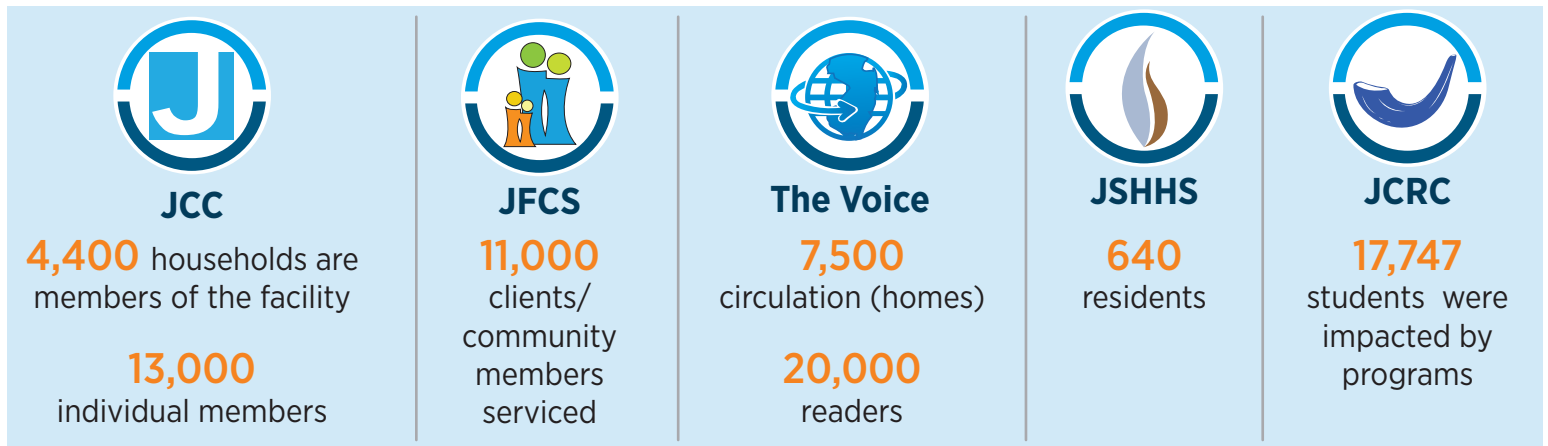
The number of ECCs has remained the same, yet we have fewer children enrolled as we are an aging population and now the area public schools have full-day kindergarten programs.

JEWISH FEDERATION OF SOUTHERN NEW JERSEY ●●●

AGENCIES

This year, the Jewish Federation also surveyed its own agencies. These agencies are service providers, offer cultural and Judaic programs, and overall have a pulse on the community. They work collaboratively with our synagogues and day schools, but there is always interest and opportunity to better align our efforts. We will continue to survey the agencies along with our synagogues and day schools, and work to foster more dialogue among all Jewish agencies in our community.

- Katz Jewish Community Center (JCC)
- Jewish Family & Children’s Service (JFCS)
- Jewish Community Voice (JCV or The Voice)
- Jewish Senior Housing and Healthcare Service (JSHHS)
- Jewish Community Relations Council (JCRC)



We do not know the extent of duplication.

52,940
total touches with community members

Approximately **20-30%** of clients/members are **non-Jewish.**



JEWISH FEDERATION OF SOUTHERN NEW JERSEY

SUPPORTING ORGANIZATIONS/FUNDING

The 2018 Tracker surveyed the Jewish Federation and our family of agencies for the first time. This includes several supporting organizations that offer grants to the community. Going forward, we plan to monitor these awards to determine the amounts granted to community organizations to assure we, as a community, are taking advantage of these opportunities.

Supporting organizations:

- Jewish Community Foundation, Inc. (JCF)
- Raymond & Gertrude R. Saltzman Foundation (SF)

Jewish Federation funding sources:

- Center for Impact & Innovation (CII)
- Jewish Women's Foundation (JWF)
- Women's Giving Circle



25 GRANTS SUPPORT YOUTH PROGRAMS

10 GRANTS SUPPORT LOCAL DAY SCHOOLS



OBSERVATIONS

Comments shared by the reporting organizations.

EDUCATION/ENGAGEMENT

- Many new, unaffiliated empty-nesters joining a synagogue; much more than young families
- Adult education is growing in popularity with diversity of programming
- People continue to thirst for meaningful experiences
- Young families looking for connection
- Seniors missing connection
- Looking for community, learning, and justice work
- How to maintain and increase people's connections to synagogue life in a world where affiliation to all organizations is declining

VOLUNTEERISM

- People want to volunteer; upswing in volunteerism
- People are busier than ever and don't have time to volunteer

DEMOGRAPHICS

- More non-Jewish clients, increase in the number of interfaith families
- More Jewish families moving to the west side of Cherry Hill
- Increase in school enrollment
- Increase in number of working parents
- Increase in diversity in observance: More kosher homes, more women using the Mikvah
- Desire for school to stay open on Jewish holidays, long hours
- Older population moving out of NJ

MEMBERSHIP

- Growth of the ECC
- Small number of younger households (children that are in HS and college)
- Able to sustain membership to a net positive over the past several years due to building relationships
- Lack of regular services attendance, lower attendance at high holy day services
- Questioning dues structure and commitment, struggle with competition
- Help individuals and families find their connection points to our community; these are things that we must continue to sustain and build over the years to help people connect to and find meaning in our Jewish community

“*Religious school being harder and harder to fit into lifestyle: As students' extra-curricular activities become more and more time-consuming, we need to continue to strongly make the case for formal and informal Jewish education. We need to have conversations with our parents and students to hear where they are, while also presenting our vision for what skills, knowledge, and Jewish connections our students should have by the time they leave for college. Building on that, remaining connected with our students once they go away to college, and helping them find opportunities for Jewish learning and growth is another pressing issue going forward.*”

CHALLENGES

Comments shared by the reporting organizations.

EDUCATION/ENGAGEMENT

- Jewish education affordable for all, visibility in community
- Providing services to appeal to all family types/age groups
- Financial, families strapped and can't afford tuition
- Lack of attendance at events, commitments
- Judaism not being priority in younger families, no increase in school population
- The religious school/lifestyle is a challenge; we struggle to have enough money to do the things we want to do
- People feeling disconnected from synagogues
- Looking at synagogues as a business, not a place of belonging
- With so many things in their busy lives where does the temple fit in?

VOLUNTEERISM

- Finding volunteers with time to commit

DEMOGRAPHICS

- Increasing enrollment
- Increase in diversity in observance: Challenge to present all of our families with opportunities for learning that are right for them. We live in a customizable world, and people want their Jewish experience customized as well. We work to balance our values and our resources with the desire of many for individualized learning experiences.

MEMBERSHIP

- Managing growth smartly, so we maintain the tone and vibe that makes us who we are

INFRASTRUCTURE

- Staff that is spread too thin for the amount of work there is to be done
- Being a lay driven organization is good, but it is tough to have appropriate accountability with lay people; sometimes waiting for them to do their "jobs" (which could be professionalized) holds us back in unhealthy ways
- Continuing regular operation without a building, loss of Rabbi
- Re-licensing, satisfaction with school closures
- PR/Marketing
- Hiring a new rabbi
- Fiscal responsibility, a key objective in our recent strategic plan was to create a financially sustainable model for our shul
- Unifying the community
- Security - infrastructure/facility, staffing, perception
- Finding adequate religious school staff

“One challenge that we face as a congregation is the plethora of choices our community has for affiliation. There are several shuls within a few mile radius. In addition to this, our JCC is a thriving center that offers Jewish programming. This does, however, create a community filled with rabbis, cantors, and Jewish educators who work together on initiatives that fulfill our common goals as a community.”

OPPORTUNITIES ● ● ●

Comments shared by the reporting organizations.

EDUCATION/ENGAGEMENT

- Strengthen educational programming for youth, expand youth facilities and engagement
- Reaching out to those needing connection
- Broader communal reach to impact every Jew in South Jersey
- Opportunities to help our members at any life stage by bringing families together to learn and find meaning in our tradition for today; we see opportunities to better solidify our long-term sustainability
- Traditional Torah Judaism, a craving to reconnect to our 3,000 year old Jewish heritage
- More Jewish engagement, and more unity for common goals
- Much success in furthering traditional Torah values in our community

DEMOGRAPHICS

- Growth with more interfaith and unaffiliated families
- Growth in our ECC program and the transition of these families into lifelong shul members
- Bringing an understanding of Judaism to Moorestown
- Continue to expand our interfaith presence
- To learn more about us and perhaps join with us to support the community (Jewish or not)
- Build off of our community's Confirmation Class Israel Trips to broaden the opportunities for teen learning and gathering
- Opportunity as a community to work together to use our resources more efficiently in a way that allows us to support each other in our unique missions
- BBYO youth group continues to grow and be an engagement opportunity for teens

MEMBERSHIP

- Build off the excitement and strengthen and grow our membership base as we welcome our new Rabbi
- Providing more programming opportunities our members want, growing the organization, partnerships with other Jewish organizations
- How to get the unaffiliated Jews to understand the commitment and want to be a part of a shul

INFRASTRUCTURE

- Partner with other organizations
- New Rabbi and board
- New leadership
- Working cooperatively with other agencies/organizations
- Build a new building, reach more families for enrollment, more community outreach
- Professional development

“ We need to find low barrier ways of getting people to belong and give. Right now people feel that when we call we are looking for money. We need more passive ways of letting people give and need to create ways of reaching out to the members and non-members to let them know what is going on and what is available to them. ”

“ How do we get the unaffiliated Jews in our area to commit? We have a large population of unaffiliated Jews that need to be serviced. We as a community will need to create some kind of programming or outreach to let them know that they do matter and we care about them. A “hello, how are you?” can go a long way. ”

STEPS FORWARD FOR ACTION ● ● ●

There continues to be endless opportunities for bringing a joyous, authentic, communal, and meaningful Jewish community to South Jersey. By increasing our collaborative efforts, sharing resources, and increasing outreach to the unaffiliated, as well as under-affiliated, there are many opportunities to explore to further strengthen our community assuring a sustainable future.

As a result of recent data and surveys, the Jewish Federation and our agencies are working on the following initiatives to better serve our community:

NextGen/Young Adults – often overlooked, this demographic is looking for a way to belong and connect in the community. We have begun growing our 30-40 cohort, and will now also focus on our 20-30 year olds.

Scholarship/Financial Aid – we offer several different scholarship opportunities. In particular we are looking at our early childhood and Jewish overnight camp/Israel funding to assure we are touching as many families as possible to make these education opportunities affordable.

Gift of Israel – a program, where synagogues and JFED contribute to a families savings plan for an Israel experience, underwent a facelift this year. Although very successful in our community, the dollars have not changed since the program was created over 20 years ago. The family contribution, as well as the JFED and synagogue contributions, was increased to make a teen Israel experience more affordable.

Programs for older adults – as the older adults population continues to grow, so do the needs for this demographic. JFED has the following programs in place or in development to address some of these needs:

- **Weinberg Commons** – affordable housing for older adults and adults with special needs. The first building in the Commons will open this fall, and the second should be ready within a year as well.
- **Transportation** – we are currently implementing a community survey asking this population to detail their transportation needs so we can begin an analysis of what we offer, what works, what is missing, and assure our community is accessible to those most vulnerable.
- **Parkinson's Program** – a new partnership at the JCC to focus on the needs of those in our community with the disease.
- **Adult daycare** – the newest initiative from JFED, we are exploring needs of the community to determine if a Jewish adult daycare can work in conjunction with our home care agency, Aleph.

Community Shaliach – once a staple in our community, it has been years since a senior shaliach lived in Southern NJ. This year saw the arrival of a shaliach, and we are excited to see how year two will continue to grow and make better connections between our community and Israel.

For more information or questions, please contact Ronit Boyd at 856.673.2588 or rboyd@jfedsnj.org.



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

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