

**PROUDLY  
JEWISH  
PROUDLY  
FEDERATION**  
THE CASE FOR GIVING

2024 Annual  
Campaign



# SUMMARY

## **In recent years, we have overcome a number of significant challenges.**

Today our community remains strong—but our work is not done. Now is the time for us to address some of the most critical issues facing our Jewish community.

We need to take care of an aging population, assisting the many older adults that are not adequately prepared for their later years. We need to help thousands of individuals and families achieve financial stability. We need to keep our community strong and resilient in the face of antisemitism. And we need to continue to stand with our Jewish family in Israel and around the world.

Most importantly, we need to continue to invest in Jewish life in our community. There is no better way to ensure the strength and longevity of Jewish Detroit than for us to lead active and meaningful Jewish lives, to simply “Do Jewish.”

**And there is no better way to ensure that this always remains possible—for everyone in our community—than through support for Federation’s 2024 Annual Campaign.**



# INTRODUCTION

**This is an extraordinary time to be a Jewish Detroiter.**

**Together, we have faced some of the most profound challenges in recent generations, including a global pandemic, inflation and economic uncertainty, growing antisemitism and a war in Ukraine that continues to uproot countless lives.**

Through it all, the Jewish Federation has been the cornerstone of our community, supporting our most vulnerable individuals and safeguarding our institutions and way of life.

**Today, as always,  
Jewish Detroit stands strong.**



**Thanks to the resilience and generosity of our community members, Detroit remains a place where Jewish families and individuals can live healthy, meaningful lives.**

Our social service agencies continue the sacred work of helping those in need, and a variety of organizations ignite a passion for Jewish life.

**Our bond with the people of Israel and Jews worldwide remains unbreakable.**



## The Jewish Federation is proud of the role plays in this story.

With each challenge we face, our response demonstrates Federation's unique capacity to raise and mobilize resources, directing them with the greatest efficacy and impact.

The power of the collective, embodied in our extraordinary network of local and international partner organizations, provides not just a safety net for our welfare, but also a springboard for Jewish life.



## Our work, however, is never finished.

Our 2024 Annual Campaign is an opportunity to address ongoing threats to our long-term welfare—including underlying economic and demographic challenges—as well as to ensure the vitality of our community for years to come.

### We have identified five overall areas of focus.

1. Fueling the Jewish Journey
2. Taking Care of Older Adults
3. Alleviating Poverty
4. Community Resilience & Preparedness
5. Support for Israel & Jews Around the World



# FUELING THE JEWISH JOURNEY

**Our community, and the welfare of its members, is built upon a foundation of identity, connection and active engagement in Jewish life, strengthened by a diverse range of backgrounds and denominations.**

Federation builds Jewish life through a wide variety of programs, missions and events that encourage community members to live Jewishly in ways that resonate deeply within them.

We support both traditional and innovative approaches at organizations that include day schools and summer camps, BBYO and campus Hillels, family and education programs at the J and Federation's engagement programs.





We reach individuals at every phase of life, weaving them into the local community fabric and building profound connections with Israel and the diaspora.

**A strong Annual Campaign is essential for the success of our communal institutions.**

Growing the campaign not only addresses the challenges of inflation and increased costs, it also fuels the creation of new and innovative programming that addresses the needs of a changing world.





# TAKING CARE OF OLDER ADULTS

**Jewish Detroit is home to 17,000 older adults, 25% of whom rely on services from Federation's agencies and organizations. The population of older adults is expected to grow by as much as 16% by 2025.**

As these individuals live longer, needs will continue to grow, especially since many do not have the financial means to sustain a comfortable and healthy life in their later years. Many are currently struggling to make ends meet.

Federation is working with our partner agencies to ease the increasing strain on the community's social safety net and to pursue innovative strategies to expand senior services.



Together, we are exploring affordable housing solutions, developing incentives to attract and retain care providers, examining new operational models and considering new revenue sources to ensure that older adults have access to the support they need to live with comfort and dignity.

**'Honor your Mother and Father' is a central commandment of the Torah, and a reminder that prioritizing services for older adults in the coming years is not just a practical need, it is a moral imperative that reflects the essence of our Jewish values.**





# ALLEVIATING POVERTY

Even with an improving economy, many Jewish Detroiters continue to face economic hardships, such as food insecurity, mounting bills, prohibitive childcare expenses, dwindling savings and the resulting toll of stress and anxiety. **A recent study reported that 28% of metro Detroit Jewish community members are struggling to make ends meet.**

Judaism teaches that everyone has a responsibility to give to those in need. Support for Federation's Annual Campaign directly impacts these pressures. Working with our human services partners, we're actively helping community members find their footing and progress towards stability and independence.

# 3

Alleviating  
Poverty

Community Resilience  
and Preparedness

Support for Israel & Jews  
Around the World

Growing The Annual  
Campaign



For example, Jewish Family Service offers an array of essential resources, counseling and advocacy to help households get back on their feet. Gesher Human Services provides career coaching on top of vocational training and Hebrew Free Loan helps put business, personal and educational goals within financial reach.

But growing needs throughout the community, along with rising costs of services, mean that greater resources are needed to fulfill our mission of ensuring the welfare of the most vulnerable members of our community.



# COMMUNITY RESILIENCE & PREPAREDNESS

The statistics are alarming: In 2022, there were a recorded 3,697 antisemitic incidents throughout the United States, a 36% increase from 2021 and the highest number on record since we began tracking antisemitic incidents.

Sadly, these trends have been seen across metro Detroit. A growing number of antisemitic hate crimes, including acts of vandalism, threats and harassment, were reported at Jewish businesses and community institutions, including synagogues, schools and college campuses.

**The safety and security of the community is an essential part of Federation's mission.** The Annual Campaign, along with other funding sources, provides for a robust security infrastructure.





Central to this is Jewish Community Security Inc. (JCSI), a local organization tasked with protecting the Jewish community. Its dedicated team members are stationed at schools, summer camps, campuses and Jewish buildings.

The team extends their expertise to synagogues and other Jewish organizations, offering consultation, education and training. This holistic approach reinforces a culture of vigilance and safety throughout Jewish Detroit.



# SUPPORT FOR ISRAEL & JEWS AROUND THE WORLD

Our community's enduring connection with the state of Israel remains central to our identity. **This has never been important since the October 7th terrorist attack in Israel.**

As we continue to support Israel during its most critical moments, we also have to ensure that the 2024 Annual Campaign remains strong. Our ability to respond to needs in Israel—and everywhere else—depends on the success of our campaign.

Beyond this, our responsibility to support our fellow Jews extends to the many vulnerable and underserved individuals in our global Jewish community, including tens of thousands in Ukraine, Russia and other former Soviet countries.



We must also strengthen ties between Israelis and Jews in diaspora communities through efforts such as Detroit's Partnership2Gether program with the Central Galilee. Finally, we must always be ready to stand with the people of Israel, as tensions remain high in the region.

**Federation's international partner agencies ensure the security and continuity of Jewish life around the world.** JDC, the Jewish Agency and World ORT remain on the frontlines of global conflicts as well as providing an ongoing presence in communities where they sustain, enrich and connect Jewish communities worldwide.

# GROWING THE ANNUAL CAMPAIGN

To make a meaningful impact in each of our areas of focus, and to significantly bolster our collective Jewish future, we are asking our supporters to increase their annual contribution.

A strong campaign that keeps pace with inflation and rising costs remains the most important way to ensure that our coordinated network of human service, education and engagement organizations continues to serve our community today, tomorrow and beyond.



## 2024 Annual Campaign

There is no better response to the challenges we face, and no better way to ensure the strength and longevity of Jewish Detroit, than for us to lead active and meaningful Jewish lives, to simply “Do Jewish.”

**And there is no better way to ensure that this always remains possible—for everyone in our community—than through support for Federation’s 2024 Annual Campaign.**

# PROUDLY JEWISH PROUDLY FEDERATION



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Campaign**



**THANK  
YOU!**



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