

**EVERY
GENERATION
IS CALLED
TO ACT.**

**OUR TIME
IS NOW.**

ACT NOW.

We're living through what might be the most consequential chapter in our shared history, with intensely competing pressures coming from every direction. We're also witnessing a once-in-a-generation outpouring of Jewish pride and a hunger for Jewish life.

It's not philanthropy as usual.

The Jewish community needs your full and undivided generosity.

Arm in arm, we're united in resolve as never before. And we need you standing with us: **Proudly. Courageously. Generously.**

If you're committed to **meeting needs across Israel**, you know that the acute crisis has evolved into chronic, persistent challenges — and we can't let up now.

If you're committed to **fighting antisemitism**, you know that Jewish hate has only grown more insidious and the call to protect our community more pressing.

If you're committed to **amplifying Jewish life**, you know that we have a can't-miss opportunity to reach more people than ever before.

And if you're committed to **caring for New Yorkers in need**, you know that we are never going to turn our back on those who count on us.

Your gift does all of this.

MOBILIZING TO MEET NEEDS ACROSS ISRAEL

Shoulder to shoulder, we're standing with the people of Israel through every stage and phase of this war. Until every hostage is home. Until the nation recovers and rebuilds.



UJA LEADS THE WAY

We're filling huge gaps in service, meeting acute, short-term needs while also investing in what's needed longer term to heal physically, mentally, and economically.

PRIORITIES INCLUDE:

- Evacuees from the south and north
- Hostage families who require emotional and material support
- Hospitals and medical equipment
- Trauma care for survivors, the bereaved, and more
- Rebuilding communities along the Gaza border
- Economic recovery to help businesses that have suffered the financial consequences of the ongoing war

FIGHTING ANTISEMITISM

Antisemitism had already found new life in America, from Charlottesville to the Tree of Life massacre. But after October 7, Jewish hate ignited in ways few anticipated. Antisemitic incidents in New York soared by 110% last year. There's no one approach that will completely dismantle antisemitism. But that doesn't mean we're not going to use every resource, every strategy, every relationship at our disposal to diminish the threat.

UJA LEADS THE WAY

We're doubling down on security and advocacy. Standing with and strengthening the voices of our allies. Investing in what works and recalibrating to meet new issues as they arise.

PRIORITIES INCLUDE:

- Enhancing the reach of our Community Security Initiative
- College campus legal, advocacy, and communication support
- Working with top public and independent school leaders and teachers
- Supporting Jewish employees in corporate settings
- Government advocacy and community relations



AMPLIFYING JOYFUL JEWISH LIFE

What's the most powerful and audacious way to defy antisemitism? Living our best and proudest Jewish lives. And that's exactly what's happened since October 7. People are filling synagogues. Showing up at rallies. Wearing Stars of David. Craving ways to express who we are, joyfully. And we're meeting this moment.

UJA LEADS THE WAY

We're investing an additional \$25 million over three years — above and beyond the tens of millions we already spend each year to strengthen Jewish life. With these funds, we will support opportunities to further inspire, lift up, and connect the Jewish community.

PRIORITIES INCLUDE:

- More Jewish content at JCCs
- More Israel experiences trips
- More ways for students to be proud Jews on campus
- More Jewish summer camp options
- More Jewish teen experiences
- More Jewish concerts and cultural gatherings
- More opportunities for young Jewish families to celebrate being Jewish together



CARING FOR NEW YORKERS IN NEED

The constant struggle to make ends meet is a painful reality for far too many of our neighbors, including one in five Jewish households. As a major leader in the New York social service arena, we're not settling for good enough. Or status quo. This is an enduring part of our mission. Always has been. Always will be. We'll keep innovating to reach more people, more effectively. With dignity front and center.

UJA LEADS THE WAY

From how we feed people to how we're taking on the loneliness epidemic, we're breaking new ground in how care is delivered.

PRIORITIES INCLUDE:

- One-stop social service hubs in Queens and Brooklyn
- Online food pantries where client dignity comes first
- Mental health support to counter the emotional toll of antisemitism
- Alleviating loneliness among older adults
- Caring for Holocaust survivors who should never know hunger, want, or a lack of options again

WHY UJA?

WE GET (BIG) THINGS DONE.

We have the reach, resources, and relationships to fund hundreds of nonprofits and seed grassroots organizations that can work individually and together. As the ultimate connector, we convene and sit at the table — every table — influencing the influencers and making sure our voices are heard.

WE'RE NIMBLE IN CRISIS AND EVERY DAY.

War in Israel. Antisemitism in our own backyard. A mental health and loneliness epidemic. And the ongoing work of caring for people in need. 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'll be ready.

WE'RE A WIDE-OPEN TENT.

We offer a safe, welcoming communal space, an antidote to societal divisiveness and incivility. And that has never mattered more. 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 connected Jewish community.



LEVERAGE.

A gift to UJA unleashes a whole range of value-adds to support our network of hundreds of nonprofits and grantees worldwide. **Your single gift leverages so much more than a contribution anywhere else.**

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.

ECONOMIES OF SCALE

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

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.

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.



**THIS IS OUR
GENERATION'S TIME.
OUR TURN.
OUR DEFINING
PURPOSE.**

▶ JOIN US.

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


This is where it all starts. By giving to our annual campaign, you're responding to the most pressing issues of these times, laying the groundwork for crisis response, and seizing the opportunity to build a stronger, more resilient community.

GET INVOLVED WITH US.

You want to be around people who get you and share your passion for the Jewish community. We're right here for you. Volunteer with us. Travel and see our impact in action. Attend an event. Advocate for a cause. Pick one way to get involved — or all of them.

SECURE OUR COMMUNITY WITH A LEGACY GIFT.

We allocated \$10 million on October 7, mere hours after the attack. That's because legacy gifts keep UJA's endowment strong and allow us to respond to crises without hesitation. Our endowment provides one-third of our operating budget 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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