

# 2020

ANNUAL REPORT



## Jewfolk in 2020 - By the Numbers

<b>132,083</b>	Unique users on TCJewfolk.com
<b>9,000+</b>	Jews reached through online partners
<b>5,065</b>	Facebook followers
<b>2,280+</b>	Weekly newsletter subscribers
<b>1,595</b>	Instagram followers
<b>613</b>	Hours of online engagement.

# ...and only 1 you!

While Jewfolk's numbers in 2020 may be impressive by most measures, we cannot do what we do without each and every individual who has supported us, cheered us on, contributed to us, written for us, and believed in our mission. 2020 brought its share of chaos, grief, and silver linings; it was also Jewfolk's most expansive, impactful year in our 11-year history. Thanks to your gracious and generous support, we are thrilled to report significant increases in engagement across our platforms and expanded reach and impact, both in the Twin Cities Jewish community and across the country.

Jewfolk has continued to grow into its role as the premier journalistic hub for the Twin Cities Jewish community. We offer a continually expanding podcast network, timely articles including important perspectives on local events with international significance, like the killing of George Floyd and the events that followed, and have provided uniquely important COVID-19 resources. This year, Jewfolk was awarded a Rockower Jewish Journalism award for our piece on Mark Wilf, Minnesota Vikings owner, taking Vikings team members to Israel.

In 2020, we welcomed Genevieve Parker as our Community Engagement Manager about 3 weeks before the COVID-19 pandemic shut everything down in mid-March. Our work to facilitate connection in our community never stopped. This year Jewfolk hosted our first ever fundraiser, J•Cation. The event netted over \$25,000 and drew community members, both familiar and new to us. In addition, we founded JCreate, a group for local artists and creators, hosted virtual networking events and happy hours for JLink, and helped our Minnesota Mammalehs navigate pandemic parenting. We added several clients to our FolkMedia social media coaching and management roster and renewed all of our existing clients. In the summer, we began to expand our website and our efforts toward increasing inclusivity in our content; this intentional work is ongoing.

Jewfolk was also an instrumental partner in transitioning Twin Cities Jewish programming to a virtual format, sharing our digital expertise with many community organizations. We also launched a special section on our website with comprehensive guides for celebrating Jewish holidays virtually.

As we look forward, we are excited about what is on the horizon. Jewfolk has been welcomed into the Maimonides Fund Jewish Journalism Fellowship for 2021, a rare opportunity based upon the Table Stakes model used across the globe for news publishers to grow their audiences and business.

These conversations and initiatives are only possible because of your generosity; thank you for your continued support. To keep up with our engagement efforts, be sure to follow us via social media, subscribe to our weekly e-newsletter, or reach out for coffee - hopefully in person soon! Thank you for your online and offline support.

With sincere gratitude,  
Libby Parker, Executive Director  
David Milavetz, Board President



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The Twin Cities' only independent, online Jewish news, events, culture, and media hub. **TC Jewfolk is devoted to engaging, informing, and connecting the Twin Cities' local Jewish community.**

### December 2020 Snapshot

Facebook | **5,065**

Twitter | **2,188**

Instagram | **1,595**

E-Newsletter Subscribers | **2,280+**

Unique Monthly Users | **11,000+**



In case nobody has told you:  
Your work is essential! Thanks to  
your team for creating, curating,  
and sharing so much to help us  
all through this. Jewfolk has been  
critical in informing, supporting,  
and connecting.

JLink™ is the only all-inclusive, Jewish professional networking group in the Twin Cities. **JLink™ consists of emerging and established Jewish business professionals of all ages and fields in the Twin Cities.** JLink™ hosts events with speakers and panels 3 to 4 times a year, and monthly IRL networking opportunities.

### December 2020 Snapshot

Total Members | **1,101**

Active Members | **678**

Posts | **36**

Comments | **151**

Reactions | **258**

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I've been an active member of JLink for the last year and have found it to be valuable for both personal and professional referrals. It's allowed me to develop new relationships within the professional Jewish community as I'm not from the Twin Cities.

**MN Mammalehs is a vibrant online community for mothers, grandmothers, and expectant mothers in the greater Minnesota Jewish community.** Consisting of over 2,000 members, the group is a platform for discussions on a wide range of topics, from politics to brisket recipes. Along with the online community, MN Mammalehs hosts a series of IRL events such as pop-up park Shabbats. We look forward to reviving this programming as soon as it is safe to do so!

#### December 2020 Snapshot

Total Members | **2,058**  
Active Members | **1,505**  
Posts | **835**  
Comments | **7,100**  
Reactions | **11,694**



Even in our isolation and social distancing, it is comforting, useful, and relieving to have a “closeknit” community of 1800+ Jewish mamas nearby. Whether it’s ideas for new activities for the kiddos, strategies for feeding our families, intel and insights on best practices to keep our loved ones safe, crowdsourcing our skills and resources to help others, or just words of encouragement or kindness during this difficult time, it is clear the Mammalehs are here for each other and our community.

JCreate is the newest addition to Jewfolk's network of Facebook communities, **open to Jewish artists, craftspeople, and creatives of any and all mediums/disciplines across Minnesota.** This growing community is a thriving platform for amplifying projects, asking advice, and sharing inspiration and a place for makers of all stripes to network with one another.

#### **December 2020 Snapshot**

Total Members | **95**  
Active Members | **53**  
Posts | **10**  
Comments | **5**  
Reactions | **45**

**Professionals, semiprofs, and hobbyists are all welcome in JCreate. Find us on Facebook to join JCreate or any of our other online communities!**

**FolkMedia Consulting offers affordable, quality, and effective social media management & coaching for Jewish organizations, both locally and nationally.**

After our initial pilot project with 9 local organizations, our consultancy has grown to encompass long-term social media management relationships as well as shorter-term projects to support clients with coaching or on high-stakes, time-limited campaigns.



Working with FolkMedia has been a boon to jGirls Magazine. As a media organization with a primary audience of teens, jGirls relies on fresh, creative social media campaigns to reach, retain, engage, and grow our audience. FolkMedia has given us all that. They understand our needs, our constituents and our mission, and have helped us find our social media voice and become a more savvy organization.

The **Jewfolk Podcast Network** is now home to four ongoing podcasts! Listen at [tcjewfolk.com/podcast](https://tcjewfolk.com/podcast) or on your favorite podcast app!



### Who the Folk?!

Hear from interesting Members of the Tribe from all over the Twin Cities.



### The Jews Are Tired

A weekly digest of the big stories around the Jewish world, through a Jewish journalist lens.



### LeaderFolk: An Inclusive Look Inside the Jewish Community

Dive into conversation with female or gender-diverse Jewish leaders from across the world.



### Spill the Soup: The Jewish Teen Podcast

What's top of mind for Jewish teens? Marley Comito spills the soup!

On October 15-16, 2020, we hosted our first-ever fundraiser event. **J•Cation was a 24-hour virtual "staycation" featuring 40 speakers across 19 different programs.** With something for everyone, highlights included:

- A special podcast recording with Minnesota's Governor Tim Walz
- A diversity in Jewish leadership panel
- JLink professionals breakfast with John Ghermezian and Amy Zaroff
- Entertainment from Nefesh Mountain, Peter Himmelman, and more!

**>\$25,000  
raised in  
support of  
our mission!**

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It gave me joy during a very stressful time (pre-election and Covid). It made me feel fortunate to be a part of this Twin Cities community-lots of talent. Great event.



Libby Parker  
**Executive Director**



Lonny Goldsmith  
**Editor & Communications Director**



Genevieve Parker  
**Community Engagement Manager**



Sara Bogomolny  
**Social Media & Marketing Strategist**



Dana Gilbert  
**Executive Assistant**

## board of directors

Effie Cohen, Sheree Curry, Matt Erickson, Sara Frailich, Andrew Lifson (Treasurer), Leora Miriam Maccabee, David Milavetz (President), Brandon Purcel, Andrew Seiler (Secretary), Jim Stein (Vice President), Leslie Strohm and Joshua Winchell.

## **Mission**

Jewfolk, Inc. is a Minnesota-based 501(c)(3) nonprofit that informs, connects, engages, and inspires Jewish adults using innovative methods, strategies, and communication to:

Connect people and deepen personal relationships; Build awareness about Jewish efforts; and Strengthen Jewish communities.

## **Vision**

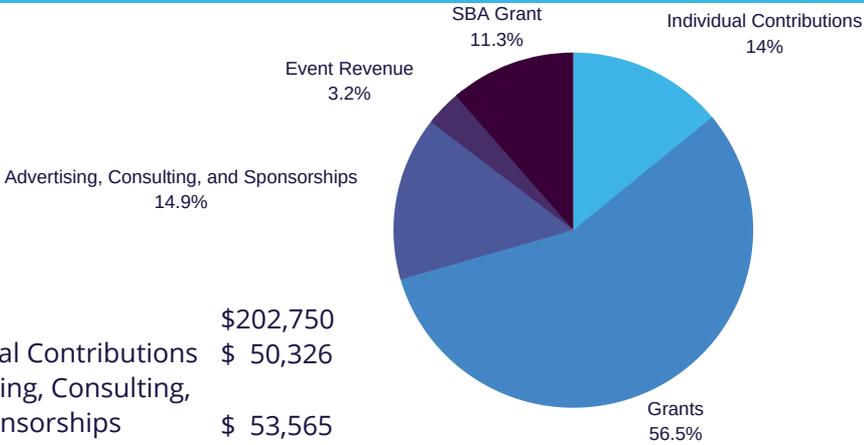
We envision a Jewish community that embraces diverse ways to be Jewish, offering wide-ranging entry points into Jewish life, fostering meaning and pride in personal and Jewish communal identity, and empowering people to experience Judaism in their own way.

## **Core Values**

Our work is aligned with what we believe. We are:

Curious  
Creative  
Collaborative  
Responsive  
Open-Minded

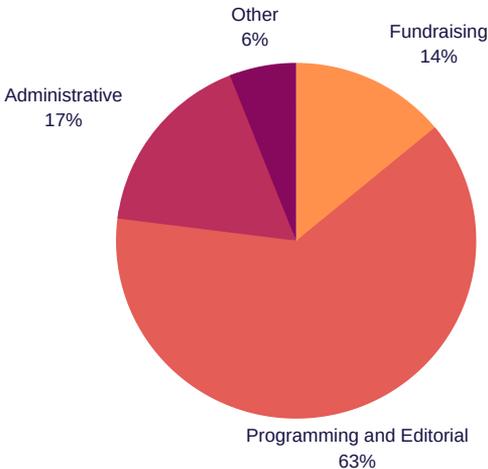
# 2020 Revenue



- Grants \$202,750
- Individual Contributions \$ 50,326
- Advertising, Consulting, and Sponsorships \$ 53,565
- Event Revenue \$ 11,779
- SBA Grant \$ 40,658

Total Revenue: \$359,078

# 2020 Expenses



- Programming & Editorial \$169,003
- Administrative \$ 44,933
- Fundraising (Salaries) \$ 38,526
- Other \$ 14,920

Total Expenses: \$267,382

Despite the challenges of 2020, Jewfolk's growth and financial stability reached new heights this year.

We've been focused for the last 6 years on both growing and diversifying our revenue streams because we understand that our long-term health as a nonprofit organization is going to be better when we can bring in dollars to support our operations from multiple sources.

We are very proud to report that **from 2018 to 2020, we increased our earned revenue threefold and doubled the percentage of our budget that it represents.** While individual donations were a bit down in 2020 compared to the prior year, we anticipated this decrease due to the pandemic and adjusted our focus accordingly.

On the expense side, our largest expense, of course, is our people who are doing the work! Most folks are shocked to find out that we are a tiny staff of only 3.5 FTEs fueling an organization that reaches thousands of people every month. We have a lot of which to be proud.

Looking ahead, we are thinking about our next staff growth step and adding capacity to the organization that can leverage our current resources responsibly.

Thank you for being a part of our growth!

## Thanks to our 2020 Corporate Sponsors:



Wealth  
Management



DOG'S DAY OUT  
full-service care • grooming



DOWNTOWN DOGS  
daycare • boarding



HODROFF-EPSTEIN  
MEMORIAL CHAPELS

# engage & connect

Everything Jewfolk does is driven by the question, "Does this increase engagement in our community?" We doggedly pursue the conversations and activities that answer that question in the affirmative. Jewfolk prides itself on thinking outside of the box when it comes to what the Jewish community in the Twin Cities needs now and will need in the future. We're nimble and smaller than most of the other Jewish organizations in town, but we leave a big footprint that can and will continue to grow with your support for our work.

Whether you are passionate about the work we do with TC Jewfolk, FolkMedia Consulting, Minnesota Mammalehs, JLink™, or all of the above (as we are!), please strongly consider making a financial contribution to ensure the continued growth and sustainability of those projects. While you're at it, encourage your friends, parents, children, and neighbors to support us too. Every donation matters.

You can donate online at [TCJewfolk.com](http://TCJewfolk.com) or by mail by sending a check payable to Jewfolk, Inc. to:

Jewfolk, Inc.  
4330 S. Cedar Lake Road,  
St. Louis Park, MN 55416

## **Get Involved**

Jewfolk is always looking for new energy on the committees that make this organization run smoothly, including marketing, editorial, finance, and fundraising. For more information on getting involved, contact [Libby@tcjewfolk.com](mailto:Libby@tcjewfolk.com).

# thank you, donors!

## **Meet Our Publishers' Circle (\$5,000 or above annually)**

The Beverly Foundation, The Harry Kay Charitable Foundation, Heilicher Foundation, Jake Garber Fund, Kevin and Nancy Rhein, Kris and John MacDonald, Maimonides Fund, Martin & Esther Capp Family Fund of The Saint Paul Foundation, Minneapolis Jewish Federation, Morton and Merle Kane Designated Fund for the Minneapolis Jewish Community

## **Meet Our Editors' Circle (\$2,500 to \$4,999 annually)**

Bruce and Bobby Nemer, Horovitz-Klarfeld-Lang Fund of St. Paul and Minnesota Foundation, Mike Hofkin and Ann R. Ginsburgh-Hofkin, Tankenoff Families Foundation

## **Meet Our Headliners' Circle (\$1,800 to \$2,499 annually)**

Bryan and Nina Badzin, Cristiana Giordano and David Kristal, George Kaplan Memorial Foundation, Harold and Cynthia Goldfine, Mike and Etta Barry, Steve and Sheri Lear

## **Meet Our Journalists' Circle (\$1,000 – \$1,799 annually)**

Beth Kieffer Leonard and Todd Leonard, Don and Rhoda Mains, Jim and Linda Gail Stein, Kelen Family Foundation, The Maccabee Charitable Fund, Mall of America, The Mike and Linda Fiterman Family Foundation

## **Meet Our Founders' Circle (\$500-\$999 annually)**

David and Renee Segal, Drs. Carol Grabowski and Joel Greenwald, Jacy and Jason Graiss, James Milavetz Family Fund, James and Helain Pesis, Jon and Robin Parritz Family Philanthropic Fund, Kathy and Howard Zack, Leora Maccabee and Sam Miller, Libby and Enrique Parker, Maslon LLP, Nancy and Jeff Getzkin, Robert D. Aronson, Steven Greenberg, Yoav and Roz Segal

## **Meet Our Newsroom Circle (\$180-\$499 annually)**

Amy and David Zaroff, Allison and Andrew Lifson, Art Zimmerman, Awend Family, Bonnie Resnick and Alan Milavetz, Brent and Deborah Wolfe, Cantor Spilker and Rabbi Adam Stock Spilker in honor of Mount Zion Temple, Dani and Alex Fisher, David Milavetz, Elisia Cohen, Heidi and Howard Gilbert, Jeffrey and Deborah Schein, Jennifer and Jeff Lewin, Jeri Glick-Anderson and Charles Anderson, Joseph Fahndrich, Leslie Strohm, Manuel Englander, Marilyn and Tim Broms, Mark and Julie Price, Mike and Sally G. Abrams, Oleg Ryaboy and Nadia Maccabee-Ryaboy, Rabbi Aaron Weininger, Rena Harold and Linda Loewenstein, Stacie and Joe Nabedrick, Stacy and Gary Kibort, Stacy Pinck and Bradley Birnberg, Ted and Jackie Flaum, Dr. Vivian Fischer, Wendy Lovell-Smith and Colin Smith

*This list represents contributions from January 1 through December 31, 2020.*

*We apologize for any omissions or errors.*



**Jewfolk, Inc.**

4330 S. Cedar Lake Road  
St. Louis Park, MN 55416

[www.tcjewfolk.com](http://www.tcjewfolk.com)

@tcjewfolk

