IMPACT REPORT

JEWFOLK INC.

- \cdot TC Jewfolk \cdot FolkMedia Consulting \cdot
- Minnesota Mammalehs · JLink
- · JCreate · Jewfolk Podcast Network ·

20 21



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JEWFOLK 2021

LETTER FROM THE EXECUTIVE TEAM

2021 BY THE NUMBERS

141,233	Unique users on TCJewfolk.com
8,290	Jews at our events
5,162	Facebook followers
2,534	Weekly news digest subscribers
1,809	Instagram followers
672	Hours of community engagement

...AND ONLY ONE YOU!

Yes, we here at Jewfolk LOVE data: the numbers, the analytics, the insights. And we count on those data to inform our content, decision-making, and so much more – in 2021 more than any year prior. But what we find so fascinating is that none of that information matters unless what we do – and what we are continually seeking to do – involves just one story: YOURS.

Jewfolk is the mom looking for advice on celebrating Shabbat with young kids at home – and receiving that advice from moms who have been there, done that, and then coming back to tell all 2,300 moms how it went.

Jewfolk is the young professional who used the network they built with JLink to find a new career path.

Jewfolk is the disabled, trans, Jew of Color who hosts our podcast on being Jewish AND - in today's world.

Jewfolk is the donor who gives generously so that perhaps her adult son or daughter will move 'home' when they are ready to raise a family. And we're so thrilled that your story keeps evolving. We grew a ton even in (especially in!?) those early pandemic days; and events of 2021 brought new clarity and significance to our work.

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 as well as timely articles including important perspectives on local events. This year, Jewfolk was awarded three Rockower Jewish Journalism awards and one Page One Award from the Minnesota Society of Professional Journalists. We also added Lev Gringauz in September as Editorial Fellow, significantly impacting our capacity to do imortant reporting and storytelling.

In 2021, our team was fortunate to participate in the inaugural cohort of the Maimonides Fund's Jewish Journalism Fellowship. This opportunity helped us build out many of the tools we've long discussed and dreamed about – and now they are reality. We have set the stage for Jewfolk to bring our model to other communities and we could not be more excited to bring you and your stories along for the ride.

Of course, all that we do is only possible because of your involvement. To keep up with our engagement efforts, be sure to follow us via social media, subscribe to our weekly emailed news digest, or reach out for a meeting over coffee - we're anxious to see you in person again! Thank you for your online and offline support.

With sincere gratitude,
Libby Parker, Executive Director
Jim Stein. Board President

TC JEWFOLK

JEWFOLK INC.

The Twin Cities' only independent, online Jewish news, events, culture, and media hub.

TC Jewfolk engages, informs, and connects the Twin Cities' local Jewish community.

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.

DECEMBER 2021 SNAPSHOT











JLINK JEWFOLK INC.

DECEMBER 2021 SNAPSHOT

Membership 1,240

Monthly
Engagement
59% of
members
active

Daily
Engagement

1 new topic

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.

Additionally, the JLink job board on TCJewfolk.com is the only place to browse local Jewish job opportunities.

JLink hosts events with speakers and panels, and networking opportunities

In 2021 we hosted 9 virtual & 5 IRL events

MN MAMMALEHS

JEWFOLK INC.

MN Mammalehs is a vibrant community for mothers, grandmothers, and expectant mothers in the greater Minnesota Jewish community. The group is a platform for discussions on a wide range of topics, from politics to brisket recipes. Members to use this group to set up informal play-dates, walking dates, and other gettogethers.

In 2021 we helped members of Mammalehs host 5 Shabbat In the Park events and 2 virtual educational discussions

DECEMBER 2021 SNAPSHOT

Membership **2.359**

Monthly
Engagement
72% of
members
active

Daily
Engagement
23 new
topics

JCREATE

JEWFOLK INC.

DECEMBER 2021 SNAPSHOT

Membership **138**

Monthly
Engagement
40% of
members
active

Daily
Engagement
O.3 new
topic

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.

In 2021 we partnered with local Jewish artists to offer creative engagement series during the Omer and Days of Awe, and a 3-day IRL artist's residency for women

FOLKMEDIA CONSULTING

JEWFOLK INC.

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.

2021 CLIENTS

Haggadot.com

jGirls+ Magazine

Jewish Community Relations Council of Minnesota and the Dakotas

Good People Fund

SVIVAH

Lab/Shul

Check out the new FolkMedia
Consulting website!

jewfolkmedia.com

JEWFOLK PODCAST NETWORK

JEWFOLK INC.

The Jewfolk Podcast Network is now home to four ongoing podcasts! Listen at 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 bi-weekly digest of the big stories around the Jewish world, through a Jewish journalist lens.



Spill the Soup: The Jewish Teen Podcast

Connect to today's teenagers and the voices of Jewish Gen-Z in a unique and personal way



Kuumba Hineni

Dive into the intersectional lives many members of the Jewish community lead, and how those intersections come together and inform.

JEWFOLK INC.

2021 MOST READ ARTICLES & MOST LISTENED TO PODCAST EPISODES

MOST READ ARTICLES

JANUARY

Draft MN Social Studies Standards Eliminates Holocaust Mentions

FEBRUARY

Olitzky Announces Resignation From Beth El

MARCH

Rabbi Kravitz Announces His Upcoming Retirement

APRIL

Returning To Webster

MAY

Remembering My First-Born; He's Buried at Adath Chesed Shel Emes Cemetery

JUNE

Editorial: Was An Antisemitic Dogwhistle Blown In A Key Minneapolis Race?

JULY

Four Programs, Nine Cabins Had Positive COVID

Tests At Herzl

AUGUST

'Hiding In Plain Sight': How A Family Lived At Shir Tikvah For 3 Years

SEPTEMBER

Beth El Synagogue Closed This Weekend Over 'Specific Threat Of Violence'

OCTOBER

Why The U Wouldn't Change Its Rosh Hashanah Start Date

NOVEMBER

TC Female Clergy Respond To Damning HUC-JIR Report

DECEMBER

Shir Tikvah's Rabbi Latz Taking 3-Month Leave

MOST LISTENED TO EPISODES



Meet Lucy Marshall



Explaining This Week In Israel



Social Media
Positives and Pitfalls



Meet the Host, and Why We're Doing This

OUR TEAM

JEWFOLK INC.

Libby Parker *Executive Director*

Lonny Goldsmith *Editor & Communications Director*

Genevieve Parker *Community Engagement Manager*

Izzy WellmanSocial Media & Marketing Strategist

Dana Gilbert *Executive Assistant*

Lev Gringauz *Editorial Fellow*

Lisa LizstCalendar Manager



2021 BOARD OF DIRECTORS

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

MISSION

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

Our goals are 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, offers wide-ranging entry points into Jewish life, fosters meaning and pride in personal and Jewish communal identity, and empowers 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

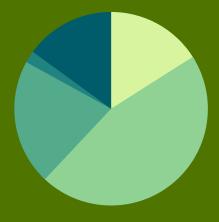
2021 OVERVIEW

REVENUE & EXPENSES

2021 REVENUE

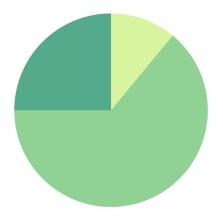
Grants	\$145,500
Individual Contributions	\$ 51,579
Advertising, Consulting, and Sponsorships Event Revenue SBA Grant	\$67,726 \$ 5,125 \$48,373 \$ 171

Total Revenue: \$318,474



46% Grants
21% Advertising, Consulting,
Sponsorships
16% Individual Contributors
SBA Grant
2% Event Revenue

64% Programming & Editorial25% Administrative11% Fundraising



2021 EXPENSES

\$197,580
\$77,180
\$33,959

Total Expenses: \$308,719

FINANCIALS

JEWFOLK INC.

For seven straight years, Jewfolk has finished the year with a balanced budget.

We've been focused 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. 2021 demonstrated that our methods are working.

We are very proud to report that in 2021, our earned revenue outpaced the budget by over 20% with our fee-for-service work being the main driver, netting more than twice what we predicted for the year. Individual donations held steady in 2021, and grants were what we expected, including a second round of PPP funding.

Our largest expense item, of course, is paying our invaluable staff! Our surplus in 2020 allowed us to grow the staff by 1 FTE at year's end AND we are still only 4.5 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 stage, adding capacity to the organization and leveraging our current resources responsibly.

Thank you for being a part of our growth!

Todah to our 2021 Corporate Sponsors:





















ENGAGE & CONNECT

JEWFOLK INC.

Everything Jewfolk does is driven by the question, "Does this increase meaningful 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, the Jewfolk Podcast Network, FolkMedia Consulting, Minnesota Mammalehs, JLinkTM, JCreate 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 of any amount matters.

You can donate online at 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, engagement finance, and fundraising. For more information on getting involved, contact libby@tcjewfolk.com.

THANK YOU, DONORS!

MEET OUR PUBLISHERS' CIRCLE

\$5,000 OR ABOVE ANNUALLY

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

MEET OUR EDITORS' CIRCLE

\$2,500 TO \$4,999 ANNUALLY

Mike Hofkin and Ann R. Ginsburgh-Hofkin, Michael and Susan Horovitz and Family, George Kaplan Memorial Foundation, Steve and Sheri Lear, Bruce and Bobby Nemer

MEET OUR HEADLINERS' CIRCLE

\$1,800 TO \$2,499 ANNUALLY

Bryan and Nina Badzin, Jim and Linda Gail Stein

MEET OUR JOURNALISTS' CIRCLE

\$1,000 TO \$1,799 ANNUALLY

Robert Aronson, The Mike and Linda Fiterman Family Foundation, Steven Greenberg, Beth Kieffer Leonard and Todd Leonard, Don and Rhoda Mains, Mall of America, Jimmy and Helain Pesis,

MEET OUR FOUNDERS' CIRCLE

\$500 TO \$999 ANNUALLY

Dr. Elisia Cohen, Nancy and Jeff Getzkin, Jacy and Jason Grais, Deborah Karasov, Leora Maccabee, Maslon LLP, James Milavetz Family Fund, Libby and Enrique Parker, Jon and Robin Parritz Family Philanthropic Fund, David and Renee Segal, Yoav and Roz Segal, Joshua and Erika Winchell, Kathy and Howard Zack

MEET OUR NEWSROOM CIRCLE

\$180 TO \$499 ANNUALLY

Stacy Pinck and Bradley Birnberg, Marilyn^{z-I} and Tim Broms, Matt Erickson and Kate Furman, Dani and Alex Fisher, David Goldenberg, Stacy and Gary Kibort, Jennifer and Jeff Lewin, Andrew Lifson, Bonnie Resnick and Alan Milavetz, David Milavetz, Stacie and Joe Nabedrick, Brent and Deborah Wolfe, Ed Rapoport, Oleg Ryaboy and Nadia Maccabee-Ryaboy, Rabbi Jeffrey and Deborah Schein, Wendy Lovell-Smith and Colin Smith, Cantor Spilker and Rabbi Adam Stock Spilker, Sara Rothholz Weiner, Amy and David Zaroff. Art Zimmerman

Jewfolk, Inc.

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