

IMPACT REPORT

JEWFOLK INC.

- TC Jewfolk • Cincy Jewfolk •
- FolkMedia Consulting • Minnesota Mammalehs •
- JLink • JCreate • Jewfolk Podcast Network •

20
22

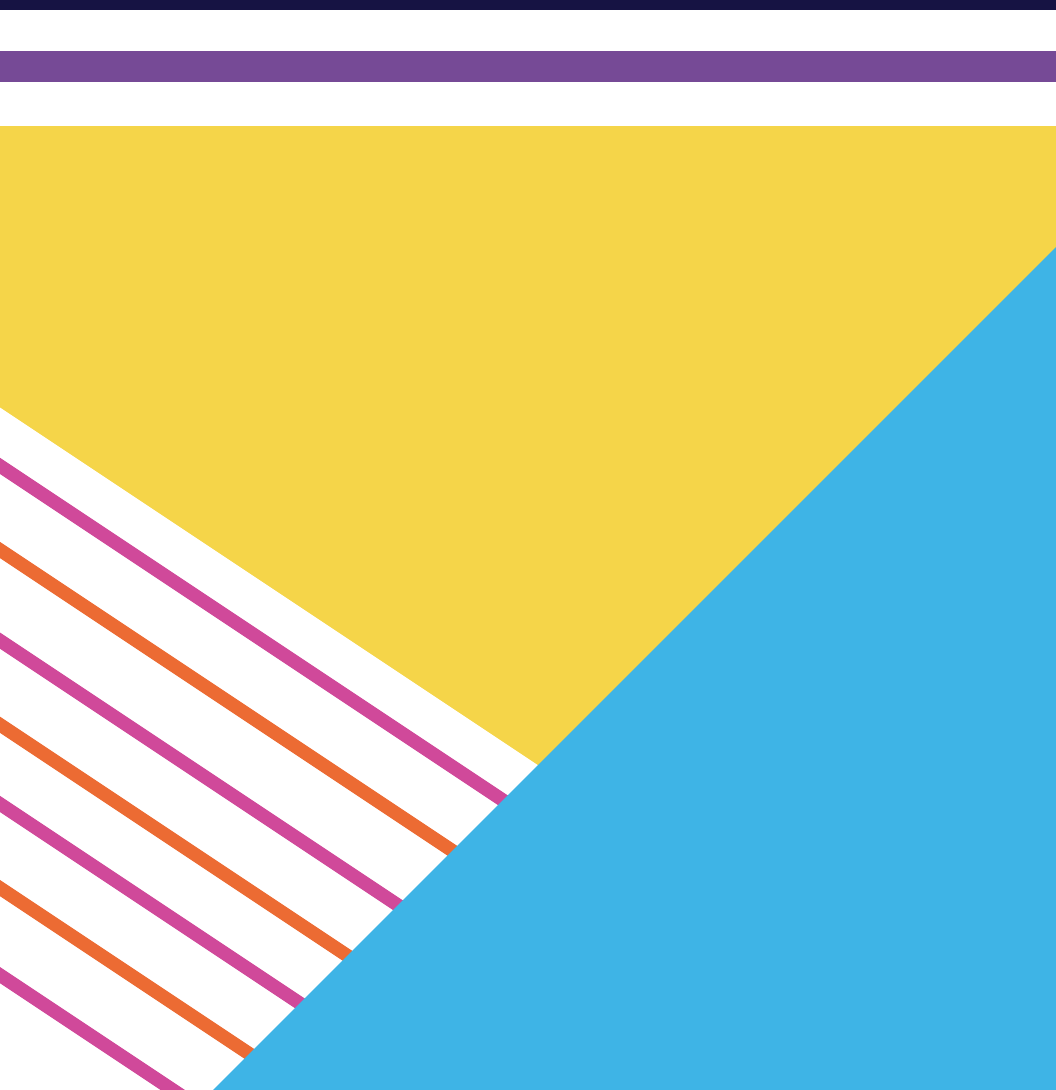


TABLE OF CONTENTS

2 Message from Board and Staff

4 Programs and Impact

12 Staff and Board

13 Mission, Vision, Values

14 Financial Snapshot

16 Engage & Connect

17 Thank You

JEWFOLK 2022

LETTER FROM THE EXECUTIVE TEAM

138K	Unique users on TCJewfolk.com
97 days	Total time spent at TCJewfolk.com
747	People at our events
10.1K	Social media audience
2.6K	Weekly news digest subscribers
17K	Podcast network streams
10K+	Ways to be Jewish!

As a news organization, it's our job to accurately tell stories of and for the people we represent, and we strive to educate and inform our community of readers and doers through all that we publish. Today, we want to tell the story of Jewfolk, Inc. Over the past year:

In 2022, Jewfolk celebrated its 13th anniversary, a B'Mitzvah year. Like a child becomes an adult during their B'Mitzvah, Jewfolk also matured. What once began as a one woman shop – a blog with hopes of uplifting new voices in the Jewish Twin Cities – has grown into a thriving, multi-faceted organization reaching hundreds of thousands and exploring new, interesting ways to enhance the connective tissue that forms and binds community.

Our engagement model leads with diverse, high quality content, and we pride ourselves as the premier journalistic hub for the Jewish Twin Cities. In 2022, we increased reporting by over 50% and kept growing the Jewfolk Podcast Network with fresh, varied shows for today's listeners. The American Jewish Press Association (once again) recognized our work at their national awards with two 1st place awards and one honorable mention.

In 2022, Jewfolk grew to meet the expanding needs for our work and services. We hired Carli Shapiro in a new Development Officer position, and Miri Verona became our Jewish Media Fellow through

the New Voices Fellowship. We hired Emma Pelc as Social Media Associate, building the FolkMedia Consulting team. FolkMedia supports, guides, and augments the reach of other Jewish organizations with digital and social media management and coaching. Last year its client list grew to 10, with clients in the Twin Cities, throughout the Midwest, and on both U.S. coasts.

Thanks to our team's focus through a vigorous application process and proven success in Minnesota, Jewfolk was awarded a grant from the Jewish Foundation of Cincinnati to launch Cincy Jewfolk. We're excited to bring our media-as-engagement model to Cincinnati in the coming year – and are in fact already publishing.

In 2022, Jewfolk heard from you. With over 4,000 members in our online micro communities, Jewfolk always has an ear to the ground, learning about your needs and wants. Whether it was Shabbats in the Park with the MN Mammalehs, networking happy hours with JLink Jewish professionals, or an empty-nesters meetup – we were thrilled to facilitate the ways you chose to gather as a community.

We're thrilled to report our 2022 story is full of growth and success. Drawing increased engagement across various platforms, and expanding our impact on the communities we serve, makes us very proud. Jewfolk's story changes every year, as we hold a mirror up and amplify the actions of a community that's evolving and innovating.

The one thing that will never change is that your support, engagement, and generosity help us keep researching and advancing the story – your story. To keep up with our journalism, community voices, and opportunities to build community, be sure to follow us via social media, subscribe to our weekly emailed news digest, or reach out for a meeting over coffee – we would love to learn more of your stories. 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 — we bring together a spectrum of authentic voices and innovative content to showcase and celebrate "10,000 ways to be Jewish," and to help our community connect Jewishly.

I read the newsletter every week!

Here's what I like about TC Jewfolk: they don't just publish press releases, they actually report the news.

DECEMBER 2022 SNAPSHOT



5,662



2,387



2,060



2,648



12,198

DECEMBER 2022 SNAPSHOT

Membership

1,330

Yearly

Engagement

**62% of
members
active**

Daily Activity

1 new topic

JLink is an all-inclusive, Jewish professional networking group in the Twin Cities. **JLink members include 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.

In 2022 we hosted 8 in-person happy hours and promoted 47 local Jewish jobs

MN MAMMALEHS

JEWFOLK INC.

MN Mammalehs is a vibrant community for moms, grandmothers, and expectant mothers in the Jewish community. It's a space for honest, helpful discussions on a wide range of topics, and members use the group to set up play-dates and other get-togethers.

In 2022 we supported members in hosting 5 Shabbats In the Park and 1 "empty-nesters" meetup

Shabbat in the Park is one of my favorite programs. It allows parents the opportunity to build upon their Jewish community in their own neighborhood in a fun and comfortable environment.

DECEMBER 2022 SNAPSHOT

Membership
2,644

*Yearly
Engagement*
**94% of
members
active**

Daily activity
**18 new
topics**

DECEMBER 2022 SNAPSHOT

Membership
156

*Yearly
Engagement*
**51% of
members
active**

*Monthly
Engagement*
**4 new
topics**

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

In 2022 we partnered with local Jewish artists and the Minnesota Center for Book Arts to offer a Sh'mita study group to members

FOLK MEDIA 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.

It is truly a pleasure working with Jewfolk's Social Media and Marketing Strategists. They help guide the JCRC's social media strategy and provide critical metrics to measure impact across social media channels. Jewfolk is easy to work with and always available to help brainstorm creative ideas to connect with our audience.

Anthony Sussman, JCRC of Minnesota and the Dakotas

2022 CLIENTS

jGirls+ Magazine

Jewish Community
Relations Council of
Minnesota and the
Dakotas

Lab/Shul

Modern JewISH
Couples

Jewish Federation of
Greater Portland

Berkeley Moshav

Sholom Foundation

Below the Bible Belt
with Rabbi Amichai Lau
Lavie

Jewels of Elul

Jewish Grandparents
Network

CINCY JEWFOLK

JEWFOLK INC.

6-MONTH SNAPSHOT



**9 stories
published**



**69
subscribers**



**292
followers**



**temporary
site launch**

In May 2022, Jewfolk was awarded a transformational expansion grant from the Jewish Foundation of Cincinnati's Reflect Cincy program to bring our media-as-engagement model to Cincinnati, Ohio.

As in the Twin Cities, that will mean developing a high-caliber digital newsroom where we focus on in-depth coverage of our community.

As we work toward that vision, our interim offering and prototype is a newsletter to serve Cincinnati, covering 1-3 stories a week. We are developing institutional and personal relationships, hiring local staff, and recruiting contract writers. Follow @cincyjewfolk for updates!

cincyjewfolk.com

JEWFOLK PODCAST NETWORK

JEWFOLK INC.

The Jewfolk Podcast Network is currently home to five ongoing podcasts! Listen on your favorite podcast app!



Who the Folk?!

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



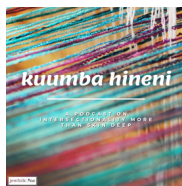
The Jews Are Tired

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



Not Your Bubbe's Nosh

Go deep into the world of Jewish food — from special holiday foods to every day, tried and true, Jewish cuisine.



Kuumba Hineni

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



The Bagel Report

A weekly dose of Jewish pop-culture entertainment, produced in partnership with J. The Jewish News of Northern California.

JEWFOLK INC.

2022 MOST READ ARTICLES &
MOST LISTENED TO PODCAST EPISODES

MOST READ ARTICLES

JANUARY

Rabbi Michael Latz Resigns From Shir Tikvah

FEBRUARY

Governor Frontrunner Gives Platform To Self-Proclaimed Antisemite

MARCH

My Jewish Boys Go To Catholic School & I Get Asked About It All The Time

APRIL

The Harry Kay Leadership Institute: A Historic Mission Comes To Fruition

MAY

Beth El Rounds Out Clergy Team With Two Hires

JUNE

Challah Dolly: Not Your Bubbie's Challah

JULY

New Kosher Restaurant Coming To Prime Deli Space

AUGUST

Watch: Jensen Says Mask Mandates Like Kristallnacht

SEPTEMBER

A Role Model To The End, Harold Smith Passes At 104

OCTOBER

Plenty To Like At New Kosher Sushi Restaurant

NOVEMBER

Southside Shtetl Chanukah Market Set For Nov. 27

DECEMBER

Minnetonka Police Find Trio Responsible For Adath Window Break

MOST LISTENED TO EPISODES



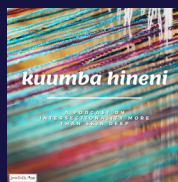
Meet Sherry Knazan



State Of The Union



New Year, New Podcast, and YK Break Fast



The Intersectionality of Abortion

OUR TEAM

JEWFOLK INC.



Lonny Goldsmith

Editor & Communications Director



Carli Shapiro

Development Officer



Izzy Wellman

Social Media & Marketing Strategist



Dana Gilbert

Executive Assistant



Miri Verona

Jewish Media Fellow

Libby Parker

Executive Director



Lev Gringauz

Associate Editor



Genevieve Parker

Community Engagement Manager



Emma Pelc

Social Media Associate



Lisa Lizst

Calendar Manager



2022 BOARD OF DIRECTORS

Effie Cohen (Vice President), Matt Erickson, Nancy Getzkin,
David Milavetz, Sarah Nathan, Rachael Rosen,
Andrew Seiler (Treasurer), Amy Shapiro,
Jim Stein (President), Alon Ventura, 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.

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**

2022 OVERVIEW

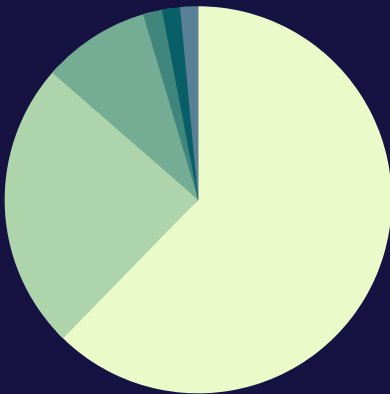
REVENUE & EXPENSES

2022 REVENUE

Grants & Foundation	\$ 285,500
Fee For Service	\$ 110,600
Donations	\$ 41,068
Corporate Sponsorship	\$ 7,300
Advertising	\$ 6,776
Miscellaneous/Event	\$ 7,024

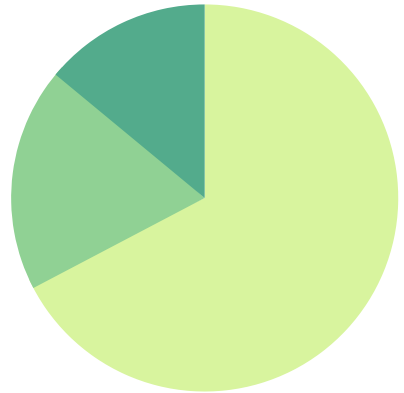
Total Revenue \$ 458,268

*Not incl. here: Cincy
Jewfolk grant* \$ 50,000



62.3%	Grant & Foundation
24.1%	Fee For Service
9%	Donations
1.6%	Corporate Sponsorship
1.5%	Advertising
1.5%	Miscellaneous/Event

67.3% Program/Editorial
18.7% Fundraising
14% Administrative



2022 EXPENSES

Program/Editorial	\$ 282,577
Administrative	\$ 58,826
Fundraising	\$ 78,243

Total Expenses \$ 419,646

FINANCIALS

JEWFOLEK INC.

As a growing organization, we are driven by the goals we set and the desire to push the boundaries of what has been done to best serve our communities. As a small yet mighty team, we continually strive to build robust and diversified revenue streams to ensure the strength and longevity of the organization. Building upon our success in 2021, we knew we had to increase our fee-for-service revenue to continue to grow.

In 2022, we are proud to report that our earned revenue made up 24% of our budget, with the success and growth of FolkMedia Consulting as the main driver of this increase. This, in part with increased grant revenue and fairly steady individual donations from 2021, allowed Jewfolk to end the year with a surplus.

We are excited to **reinvest this surplus in 2023**, and have already begun doing so. One of the largest expenses was the addition of 2 new full-time staff, which expanded our capacity and the work that could get done. Even with all of this change, we are showing no signs of slowing down. The reach and impact Jewfolk has on our community is vast and meaningful and we look forward to continuing our expansion to a new city, Cincinnati, thanks to a hard-earned grant from The Jewish Foundation of Cincinnati.

2022 was a time for building, and we look forward to 2023 as a time of incredible growth in both the Twin Cities, Cincinnati, and beyond. Thank you for being a part of this growth with us!

Todah to our 2022 Corporate Sponsors



ENGAGE & CONNECT

JEWFOLK INC.

Engagement is at the core of everything Jewfolk does. With our media-as-engagement methods, Jewfolk is uniquely situated to meet the needs of the community. We take care to listen to what you want and need in order to best serve the Jewish Twin Cities, now and in the future. Our inclusive entry points allow any and all to use Jewfolk to best fit their life. Whether through one of our thriving online communities, writing an article, posting a job listing, listening to a podcast, or having conversations on our social media platforms, there are a multitude of ways to get involved with Jewfolk.

As a growing organization we thrive because of your support. Please strongly consider making a financial contribution to Jewfolk to ensure the continued growth and sustainability of our 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/donate, or by mail by sending a check payable to Jewfolk, Inc. to:

Jewfolk, Inc.
2909 S. Wayzata Blvd.
Minneapolis, MN 55405

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 carli@jewfolk.com.

THANK YOU, DONORS!

MEET OUR PUBLISHERS' CIRCLE

\$5,000 OR ABOVE ANNUALLY

Martin & Esther Capp Family Fund of The Saint Paul Foundation, Maimonides Fund, The Beverly Foundation, Fingerhut Family Foundation, Jacob Garber Endowment Fund, Pat and Tom Grossman Transformational Fund, Heilicher Foundation, Kris and John MacDonald, The Cincinnati Jewish Foundation, Kevin and Nancy Rhein, The Harry Kay Charitable Foundation, Minneapolis Foundation, Tankenoff Families Foundation

MEET OUR EDITORS' CIRCLE

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

Harold and Cynthia Goldfine, Matt and Rose Horovitz, Michael and Susan Horovitz, Michelle Horovitz and Adam Klarfeld, Jennifer and Scott Lang, Beth and Todd Leonard, Bruce z'l and Bobby Nemer, James and Linda Stein, George Kaplan Memorial Foundation

MEET OUR HEADLINERS' CIRCLE

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

Nina and Bryan Badzin

MEET OUR JOURNALISTS' CIRCLE

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

Robert and Roberta Aronson, The Mike and Linda Fiterman Family Foundation, Don and Rhoda Mains, Libby and Enrique Parker

MEET OUR FOUNDERS' CIRCLE

\$500 TO \$999 ANNUALLY


Jacy and Jason Graiss, Elliott Kaplan, Jennifer and Jeff Lewin, Leora Maccabee and Sam Miller, Maslon LLP, Mount Zion Rabbi's Discretionary Fund, James and Helain Pesis, David Segal, Alon Ventura and Jenny Javitch, Rabbi Aaron Weininger, Kathy and Howard Zack, The Maccabee Charitable Fund

MEET OUR NEWSROOM CIRCLE

\$180 TO \$499 ANNUALLY

Stacy Pinck and Bradley Birnberg, Tim Broms, Stuart Chazin, James and Lisa Cohen, Dr. Elisia Cohen, Matt and Kate Erickson, Dani and Alex Fisher, Drs. Carol Grabowski and Joel Greenwald, Nancy Grobovsky, Holly and Kelly Guncheon, Stacy and Gary Kibort, Marvin and Judie Liszt, Oleg Ryaboy and Nadia Maccabee-Ryaboy, David Milavetz, Mount Zion Temple Cantor's Discretionary Fund, Abigail Rose, Amy Shapiro, Steve and Michelle Waller

*This list represents contributions from January 1 through December 31, 2022.
We apologize for any omissions or errors.*



Jewfolk, Inc.
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