



Applicant Organization: Jewish Federation of Greater Kansas City

Program Title: The PJ Library: Jewish Bedtime Stories and Songs for Families 3rd annual event

Program Start Date: September 2010 Program End Date: January 2011

Grant Amount Requested: \$4,000.00 Total Program Budget: \$49,000.00

Grant summary, including description of program, need addressed and expected outcomes/benefits (please limit to space below):

PJ Library is a program of the Harold Grinspoon Foundation. Its aim is to reach Jewish families with children, ages 6 months to 7 years, by sending a Jewish children's book, CD of Jewish music, or parenting resource into families' homes on a monthly basis. The Kansas City Jewish Community is nearing the end of our 2nd year participating in this national program. We have reached out to almost 800 participants.

The expected outcome is to increase the number of unaffiliated, under-engaged and interfaith families who are engaged in the Jewish Community (JCC, Jewish preschool and/or Congregational membership). The PJ Library provides families with the tools, resources and information they need to explore Judaism in the privacy of their own homes. This point is especially salient when considering that minimally-engaged and/or unengaged Jews may not have the skills, access, knowledge or inclination to engage in Jewish life. The PJ Library is a first step in a Jewish journey that builds a family's relationship to Judaism and to our community.

Additionally, we have been providing opportunities for families with young children to get together to continue to explore their family's Jewish journey, in a safe space that is offered free. Our first event was our kick-off to The PJ Library program where over 325 participants came to Wonderscope for an evening of family time, exploration and dinner. Our upcoming January event is a concert with a reception including snacks, a special appearance and book related activities. These yearly events provide a great opportunity for families to see what other Jewish options exist. Although our second event has not taken place, the committee is already speaking about the third event in either September 2010 or January 2011.

If program is successful will organization assume future costs? Yes No One Time Program

A. Name and address of applying organization

Jewish Federation of Greater Kansas City
5801 West 115th Street suite 201
Overland Park, KS 66211

B. Application contact person, title and phone number

Karen B. Gerson
Director of Informal Jewish Education
913.327.8143

C. Title of proposed program

The PJ Library: Jewish Bedtime Stories and Songs for Families - 3rd annual event

D. Description of program

1. Describe specifically the activities of the program being proposed and its goals and objectives.

The goals and objectives of the annual event is to bring families together, in a non-threatening Jewish environment, where they can begin to form relationships with other Jewish families. All PJ Library events are free in order to encourage all of our participants to attend.

The January event is a concert with a reception. The Mama Doni Band, an internationally-renowned "Jewish indie-rock band for kids, will kick off the event with a 45 minute performance. After the concert families are invited to attend the reception which includes snacks, art activities related to books and a special appearance by Clifford The Big Red Dog where he will read stories and sign autographs.

The committee will begin to brainstorm possible 2010/2011 ideas after our January event. It is likely that we will provide another performance, however the committee wants to evaluate the success of this program by speaking with participants and their children before moving forward.

2. What population will be served? How many will be served?

Our target population is families with young children ages six months through eight year olds. Our first annual kick-off event attracted over 325 people where we had at the time 400 PJ Library participants.

3. What is the time period for the program?

The 1st kick-off event took place in September of 2008. Our 2nd annual event is taking place on Sunday, January 17, 2010. The 3rd annual kick-off event will take place in either September 2010 or January 2011.

4. What is the location of the program?

The location of our 1st event was at Wonderscope Museum, which we rented out. The 2nd annual event will take place at The Jewish Community Campus in the social hall and dining room. After the program, the committee will evaluate the program and talk about potential spaces for the 3rd event.

5. How will this program be marketed to its target population?

The PJ Library population receives most of their publicity through the internet. We have two E-blasts that will go out specifically marketing the annual event, plus there are two newsletters that are sent during the time of recruitment. Additionally, the Jewish This event will be marketed through the Federation's Facebook page. Our programs have also been marketed through our congregations, agencies and word of mouth.

6. Who will be responsible for administering the program, both volunteer and professional? What are their qualifications?

Karen Gerson is the lead professional who works with the pre-existing active volunteer committee of twelve adults who represent the various organizations and synagogues in our community. Karen has been working for the Jewish Federation for almost ten years. Her role is to find ways to meet the needs of our families with young children, youth and young adults. She has a BS in Elementary Education K – 8.

E. Describe the extent of the need for this program and how it came to your organization's attention.

The birth of a child is a key life-cycle moment. It is often the starting point for parents to begin questioning the kind of home they would like to create and how/if Judaism is involved. While up until the time they had children they may have been comfortable with the level of Jewish experience in their home, within the first few years of their child's life, they will be faced with new questions and decisions: Where does Judaism fit into their family life? What will they teach their children about their heritage? For almost two years, The Jewish Federation has been providing Jewish books in the home and engaging the families in programming. The books are the first step in engagement. The programs allow Jewish

families to meet other Jewish families and start and start connecting to the community at large. These events offer an opportunity for parents to meet like minded people.

F. How will the Jewish community ultimately benefit from the implementation of this program?

The strength of The PJ Library is that it provides families with the tools, resources and information they need to explore Judaism in the privacy of their own homes. The PJ Library affords the Jewish community the opportunity to reach out to families and help them nurture their Jewish homes. We intuitively know that children develop deep emotional connections to values and identities that are part of their home life. We need to ensure that they have positive Jewish experiences as children, which, in turn, may create Jewish identities in adults. Programs like annual events enable families to come together in a safe environment to celebrate their Judaism. The hope is the more we expose our families to what the Jewish community has to offer, the more likely they will become engaged and involved in Jewish life.

G. Has this program been implemented before by your organization, by another organization in Kansas City or elsewhere? What were the results?

We are going into our third year of The PJ Library. In January will be our second annual event. We were extremely successful with our first event where we maxed out in RSVP's in forty-eight hours and we had to create a wait list. Participants continue to comment about our first event and look forward to our upcoming events.

H. How does this program relate to the ongoing goals and activities of your organization?

The Jewish Federation of Greater Kansas City seeks to strengthen our community by people helping people and fostering personal ties to Judaism. The PJ Library program is a valuable outreach tool in not only providing Jewish content in the homes for those already engaged, but also for those unengaged and/or unaffiliated families who are seeking a sense of community and Jewish knowledge. The annual event provides and opportunity for families to come together and meet other Jews and serves as a point of entry to the community.

I. Financial Information

1. What is the dollar amount requested for this program? What is the total percentage of this amount to the total cost of the program?

The dollar amount requested for this program is \$4,000.00 which is 12.25% of the total budget.

2. What is the line item budget for this program? Include a complete revenue projection and complete detail by expense categories.

The line item budget for this program is \$8,000.00 which covers the cost of two programs per year plus anything associated with these two program

3. What internal fiscal resources will your organization invest in the program?

The Jewish Federation of Greater Kansas City is investing Karen Gerson's time into this program.

4. Describe the source, amount and status of other requests for funding?

There are pending funders at this time. Our third year does not begin until March 1, 2010 so I will be securing all funding for year three over the next two months. Currently we have funding for 64% of the total PJ Library program. We are seeking an additional \$17,500.00 from individual donors and family foundations.

4. How will partial funding of this grant application impact the program's implementation?

Partial funding would allow us to still provide a BIG program for PJ Library participants and others, however it could potentially cut the quality of the program since the monies would be less.

6. Is this an on-going program? If yes, how does your organization plan to assume the costs in future years?

The BIG event is a yearly program for The PJ Library. Each year, we go to individual donors, family foundations and write grants to enable this program to continue. The Federation will continue to seek funds in future years.

J. Evaluation

1. What are the expected short-term and long-term outcomes of this program?

The expected short term outcomes of this program are that participants enjoy the program, speak about the experience and The PJ Library with their friends. The long term goal is that families begin to form relationships with each other where we can promote community building and Jewish friendships.

2. How will these outcomes be evaluated?

The above outcomes will be evaluated in a few ways: first a survey will go out to all of the participants of those who attended the January event. Secondly if more registrations come in for The PJ Library we will know that families are talking about this FREE book program with their friends and peers.

K. Why should this program be funded?

This period in the lives of Jewish families is an ideal time for the Jewish community to help. It is an opportunity to assist in the building of Jewish homes and aid in engaging families in Jewish experiences. Books and music, the staples of childhood, are an ideal way to accomplish this goal. Most families are already doing the important work of reading with their children and listening to music together. We can help turn these moments into Jewish moments. By providing opportunities for families to come together to celebrate The PJ Library and get to know other Jewish families in the community furthers our joint goal of community building.