

jewfolk | inc



2024

IMPACT REPORT



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

TABLE OF CONTENTS

1 Message from Board and Staff

3 Programs and Impact

11 Mission, Vision, Values

12 Board and Staff

14 Financial Snapshot

16 Engage & Connect

17 Thank You

JEW FOLK 2023

LETTER FROM THE EXECUTIVE TEAM

188K	Unique users on Jewfolk sites
140 DAYS	Total time spent on Jewfolk sites
475	People at our events
12.4K	Social media audiences
3K	Weekly news digest subscribers
22K	Podcast network streams

This past year Jewfolk marked 14 years in the Twin Cities and one year with a second community location in Cincinnati, Ohio. What began as a one woman shop – a blog with hopes of uplifting new voices in the Jewish Twin Cities – has grown into a multi-faceted organization reaching hundreds of thousands and exploring new, interesting ways to enhance the connective tissue of Jewish communities.

Our engagement model leads with diverse, high quality content, and we pride ourselves as the premier journalistic hub for the Jewish Twin Cities and Cincinnati. In 2023, we increased readership by over 27% and produced fresh, varied shows on the Jewfolk Podcast Network. The American Jewish Press Association (once again) recognized our work at their national awards with two 1st place awards and one 2nd place award.

The need for our work has never been clearer than in the months since October 7, 2023. Jewfolk considers it our sacred obligation to lift up stories that connect our local communities with Israel: we are honored to bring our audiences these important stories.

We're also proud to make our communities safer by keeping them highly informed on increasing antisemitism as well as efforts to promote security and connections beyond the Jewish community.

In 2023, Jewfolk grew to meet expanding need for our services. We hired an Operations and Development Manager and renewed our partnership with a Jewish Media Fellow through the New Voices Fellowship. FolkMedia, which guides and augments other Jewish organizations' reach via digital and social media coaching and management, continued its growth trajectory and increased its client list to 12.

After spending a year getting to know the Cincinnati Jewish community, we hired our first team member there in April and launched the Cincy Jewfolk website in June. In 5 months, we reached close to 12,000 unique users on the site and many more through social channels. Cincy Jewfolk's impact will grow as more folks discover us — so please tell a friend or family member!

In 2023, Jewfolk heard from you. With over 4,600 members in our online micro-communities, Jewfolk always has an ear to the ground, learning about your needs and wants. At Shabbats in the Park with the MN Mammalehs, networking happy hours with JLink Jewish professionals, and empty-nesters meetups — our events were all steered by how community members told us you want to gather.

Drawing increased engagement across various platforms and leveling up our impact on the communities we serve makes us very proud. Jewfolk's story changes every year: we hold a mirror up to amplify the actions of an evolving and innovative community.

One thing that will never change is that your generous support keeps us researching and advancing the story — your story. To stay informed on local journalism, community voices, and opportunities to connect, be sure to follow us on social media, subscribe to our weekly email news digest, or reach out to talk 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, Immediate Past Board President

TC JEWFOLK

10,000 WAYS TO BE JEWISH

We are 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.

“

WE ARE SO LUCKY TO HAVE SUCH AN EXCELLENT LOCAL JEWISH NEWS OUTLET.

YOU PROVIDE A VITAL SERVICE ALL THE TIME, AND THAT'S DOUBLY TRUE AT THIS VERY TURBULENT TIME.

2023 BY THE NUMBERS



386

STORIES
PUBLISHED



2,696

SUBSCRIBERS



176K

SITE VISITORS



16

GUEST
WRITERS



11,200

FOLLOWERS

SEE OUR WORK AT [TCJEWFOLK.COM](https://tcjewfolk.com)

TC JEWFOLK

2023 MOST READ & LISTENED TO

Most Read Articles

NATIONAL JEWISH JOURNALISM AWARDS: 2x First Place | 3x Second Place

JANUARY

Bet Shalom Hosting
Sing-A-Long Of Debbie
Friedman's Music

FEBRUARY

Orono Mayor Minimized
Holocaust; Council
Member Fundraised
For Proud Boys

MARCH

Holocaust, Genocide
Education Mandate
Passes First Hurdle

APRIL

Temple Israel
Announces Passing Of
Rabbi Sim Glaser

MAY

Sophie Stillman's
Journey From
Minneapolis To The IDF

JUNE

Talmud Torah of
St. Paul Closes Its
Day School

JULY

ElMar's Bagel Pop-Ups
Taking Off In Plymouth

AUGUST

Near-Death Experience
Leads To Family Forcing
Legislative Action

SEPTEMBER

Holocaust-Denying
School Board
Candidate Shows Up
At TC Synagogues

OCTOBER

Netta Epstein, Former
Herzl Camper & Ozo,
Killed In Hamas Attack

NOVEMBER

Mitchell Hamline
School of Law Facing
Calls Of Antisemitism

DECEMBER

Minneapolis' Leslie
Fhima Not Chosen In
Emotional 'Golden
Bachelor' Finale

Most Listened To Episodes



Meet Emma Nadler



Babka Social (with Serge
from Babka)



Jewish Fusion And
OMG! Yummy
(with Beth Lee)

CINCY JEWFOLK

2023 MOST READ



Most Read Articles

- # 1 HUC Cincinnati Student Pulpits Trained Generations Of Rabbis. Soon, That All Ends.

- # 2 Saturday In Yafo

- # 3 Welcome! From The Executive Director

- # 4 Public Defender takes on Systemic Inequities in Campaign for Judge

- # 5 Ilan's Raw Chocolate Associated With Church, Sparks Proselytization Concern

- # 6 Miriam Terlinchamp Chosen as Executive Director of Judaism Unbound

- # 7 Wise Temple's New After School Program Part Of National Experiment

- # 8 Unwilling Retirement: Gary Zola Talks Career, Legacy, Amid HUC Changes

- # 9 Resources To Help Israel During Operation Iron Swords

- # 10 Landsman Seeks To Be Pragmatic Leader In Extreme Times

CINCY JEWFOLK

AT THE HEART OF JEWISH CINCINNATI

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.

After nine months of laying groundwork in a new community, we started 2023 by hiring a Cincinnati Editor & Engagement professional. In June, we launched the Cincy Jewfolk website, and have been working to increase publishing frequency, breadth, and depth.

2023 BY THE NUMBERS



158

STORIES
PUBLISHED



337

SUBSCRIBERS



11.5K

SITE VISITORS



8

GUEST
WRITERS



11,100

FOLLOWERS

SEE OUR WORK AT [CINCYJEWFOLK.COM](https://cincyjewfolk.com)

FOLKMEDIA CONSULTING

DIGITAL AND SOCIAL MEDIA FOR JEWISH ORGANIZATIONS

Social media is an important part of modern marketing, but hiring an expert or a full-time social media employee can be out of reach for small organizations.

FolkMedia Consulting's fee-for-service digital and social media management and coaching fills this gap for Jewish organizations at a fraction of the cost.

In addition to growth in clients, 2023 also saw the first webinar offered by FolkMedia for other Jewish organizations interested in learning about creating video content for social media.



FOLKMEDIA DID A GREAT JOB HELPING BERKELEY MOSHAV PROMOTE OUR VERY UNIQUE PROJECT.

THEY KNOW BOTH THE JEWISH AND SOCIAL MEDIA LANDSCAPES WELL AND WERE AN ABSOLUTE PLEASURE TO WORK WITH. WE HIGHLY RECOMMEND THEM!

Roger Studley,
Berkeley Moshav

2023 Clients

Adath Jeshurun

Berkeley Moshav

Jewish Community Relations Council of Minnesota and the Dakotas

Sholom Foundation

Division of Adulting

Lab/Shul

Jewish Grandparents Network

Modern Jewish Couples

Mount Zion

Jewish Federation of Greater Portland

Art of Research

LEARN MORE ABOUT OUR CAPABILITIES AND SERVICES AT [JEWFOLKMEDIA.COM](https://www.jewfolkmedia.com)

MN MAMMALEHS

MINNESOTA'S JEWISH MATERNAL GATHERING PLACE

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 leads members to meet neighbors and friends.

In 2023, members hosted 6 Shabbats In the Park and 4 meetups for moms and empty-nesters.

“

TESTING MY THEORY THAT MAMMALEHS HAVE AN ANSWER OR CONNECTION TO EVERYTHING...

THIS GROUP IS AMAZING AND REALLY REMINDS ME OF OUR NEIGHBORHOOD COMMUNITY BACK IN REHOVOT.

2023 BY THE NUMBERS



2,945
MEMBERS



18
NEW DAILY TOPICS



10
EVENTS



215
ATTENDEES

JOIN [MINNESOTA MAMMALEHS](#) ON FACEBOOK GROUPS!

JLINK

JEWISH NETWORKING FOR PROFESSIONALS IN MINNESOTA

JLink is an inclusive, Jewish professional networking group based in the Twin Cities.

JLink members include emerging and established professionals of all ages and fields in Minnesota.

Additionally, the JLink job board on tcjewfolk.com is the only place to browse local Jewish job opportunities in the Twin Cities.

**In 2023 we promoted 43 local Jewish jobs
with 20 Jewish Communal Organizations.**

2023 BY THE NUMBERS



1,393
MEMBERS



5
NEW WEEKLY TOPICS



9
EVENTS



104
ATTENDEES

JOIN JLINK™ ON FACEBOOK GROUPS!

JEWFOLK PODCAST NETWORK

LISTEN WHEREVER YOU GET YOUR SHOWS!

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



WHO THE FOLK?!

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



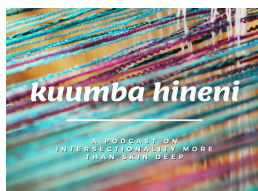
THE JEWS ARE TIRED

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.

MISSION. VISION. CORE VALUES.

JEWFOLK.COM

Mission

Jewfolk, Inc. is a Minnesota-based 501(c)(3) nonprofit that creates and sustains independent online + in person journalism and engagement hubs in local Jewish communities.

All Jewfolk, Inc. communities inform, connect, engage, and inspire Jewish adults using innovative methods, strategies, and communication.

Vision

We envision Jewish communities that embrace diverse ways to be Jewish, offer wide-ranging entry points into Jewish life, foster meaning and pride in personal and Jewish communal identity, and empower people to experience Judaism in their own way.

R

Core Values

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

- Curious
- Creative
- Collaborative
- Responsive
- Open-Minded

2023 BOARD OF DIRECTORS

JEW FOLK INC.

Jim Stein
PRESIDENT

Effie Cohen
VICE PRESIDENT

Amy Shapiro
SECRETARY

Andrew Seiler
TREASURER

Matt Erickson

Nancy Getzkin

Drea Lear

Jennifer Lewin

Mark Price

Rachael Rosen

Alon Ventura

Andrea Nadel-Tikh

2023 STAFF

JEWFOLK INC.



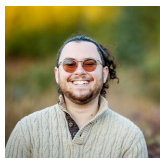
Libby Parker
Executive Director



Galit Breen
Operations and
Development
Manager



Lonny Goldsmith
Editor In Chief



Lev Gringauz
Associate Editor



Sam Fisher
Cincinnati Editor
and Engagement
Associate



Anna Latzer
FolkMedia Client
Relations Manager



Genevieve Parker
FolkMedia Client
Account Manager



Izzy Wellman
FolkMedia Client
Account Manager

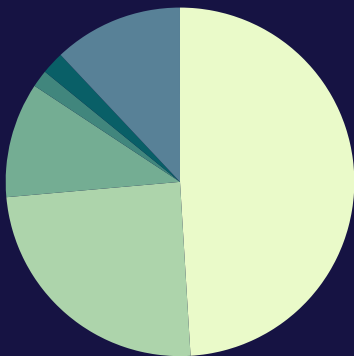
FINANCIALS

2023 REVENUE & EXPENSES

2023 Revenue

Grants & Foundation	\$ 246,225
Fee For Service	\$ 123,341
Donations	\$ 53,669
Corporate Sponsorship	\$ 8,000
Advertising	\$ 10,956
Miscellaneous/Event	\$ 1,820
ERC Tax Credit	\$ 58,588

TOTAL REVENUE \$502,599

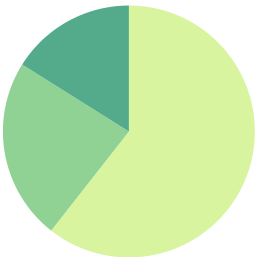


49.0%	Grant & Foundation
24.5%	Fee For Service
10.7%	Donations
1.6%	Corporate Sponsorship
2.1%	Advertising
12%	Miscellaneous/Event

Program/Editorial
61%

Fundraising
23%

Administrative
16%



2023 Expenses

Program/Editorial
\$ 338,695

Administrative
\$89,983

Fundraising
\$130,224

TOTAL EXPENSE
\$558,902

* Jewfolk, Inc. served in Q1 2023 as the fiscal sponsor of Maayanot Community Mikveh of Minnesota until they obtained their own IRS nonprofit designation.

FINANCIALS

2023 WAS A YEAR OF GROWTH

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 2022, we knew that 2023 would be a year of extreme growth for our organization and a year of utilizing reserves we had built over the prior two fiscal years.

In 2023, we are proud to report that our earned revenue made up 32% of our budget, 8% more than in 2022, with the success and growth of FolkMedia Consulting as the main driver of this increase. While contributed income was down compared to projections, we were able to cover the deficit with reserves.

We knew heading into 2023 that we would use our reserves from 2021 and 2022 to invest in organizational infrastructure and staff capacity. In 2023, we had 8 full-time staff, four times what we had just a few years ago. 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.

2023 was a time for growth, and we look forward to 2024 as a time of incredible impact in both the Twin Cities, Cincinnati, and beyond. Thank you for being a part of this growth with us!

ENGAGE & CONNECT

WITH & THRU JEWFOLK

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 and Cincinnati communities, 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.

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 jewfolk.com/donate, or send 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 galit@jewfolk.com.

THANK YOU, DONORS!

This list represents contributions from January 1 through December 31, 2023.
We apologize for any omissions or errors.

MEET OUR PUBLISHERS' CIRCLE

\$5,000 OR ABOVE ANNUALLY

Martin and Esther Capp Foundation, The Beverly Foundation, Heilicher Family Foundation, The Jacob Garber Endowment Fund, Sheri and Steve Lear, Maimonides Foundation, The Minneapolis Foundation, Nancy and Kevin Rhein, Tankenoff Family Foundation, Harry Kay Foundation, The Jewish Foundation of Cincinnati

MEET OUR EDITORS' CIRCLE

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

Ann and Michael Hofkin, Horovitz Family Foundation, Cristiana Giordano and David Kristal, Beth and Todd Leonard, Jim and Linda Stein, George Kaplan Memorial Foundation

MEET OUR HEADLINERS' CIRCLE

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

Nina and Bryan Badzin, Etta and Mike Barry, Nancy and Jeff Getzkin, Libby and Enrique Parker

MEET OUR JOURNALISTS' CIRCLE

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

Roberta and Robert Aronson, Rhoda and Don Mains, Barry Epstein, Cindi and Harold Goldfine, Bruce Goodman, Linda Hulbert, Jennifer and Jeff Lewin, Wendy Lovell-Smith and Colin Smith, Roz and Yoav Segal

MEET OUR FOUNDERS' CIRCLE

\$500 TO \$999 ANNUALLY

Holly Brod Farber and Jon Farber, Jacy and Jason Graiss, Lynn Lederman and Ken Raskin, Jenny Javitch and Alon Ventura

MEET OUR NEWSROOM CIRCLE

\$180 TO \$499 ANNUALLY

Anonymous, Kerry and Scott Bader, Stacy Pinck and Brad Birnberg, Stuart Chazin, Jean and Judah Druck, Michael Elzufon, Kate and Matt Erickson, Michele and Gary Fisher, Jeri Glick-Anderson and Charles Anderson, Holly and Kelly Guncheon, Rena Harold and Linda Loewenstein, Stacy and Gary Kibort, Donna Koren, Drea Lear and David Winter, Leora Maccabee-Miller and Sam Miller, Dr. Nadia Maccabee-Ryaboy and Oleg Ryaboy, David Milavetz, Jared Miller, Genevieve Parker, Helain and Jimmy Pesis, Julie and Mark Price, Edward Rapoport, Naomi Dean and Ethan Roberts, Deborah and Jeffrey Schein, Talia and Andrew Seiler, Sandy and Jason Sondell, Dr. Kari Zimmerman and Matt Holcomb

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@tcjewfolk

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