jewfolk | inc



# 2024 IMPACT REPORT

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





66 PROVIDING INFORMATION ABOUT WHAT IS GOING ON ACROSS THE DIFFERENT JEWISH COMMUNITIES FOSTERS A "WE ARE ALL IN THIS TOGETHER" FEELING REGARDLESS IF ONE IS REFORM, CONSERVATIVE, ORTHODOX, OR INDEPENDENT.





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# LETTER FROM THE EXECUTIVE TEAM JEWFOLK 2024

215,600+	189	1,419
UNIQUE USERS ON JEWFOLK SITE	TOTAL DAYS SPENT ON JEWFOLK SITES	PEOPLE AT OUR EVENTS
13,200+	3,500+	10,200+
SOCIAL MEDIA	WFFKLY NEWS	PODCAST NETWORK

This past year Jewfolk marked 15 years in the Twin Cities and our second year operating 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.

The need for our work has never been clearer than in the months since October 7, 2023. Throughout 2024, Jewfolk has dedicated enormous staff resources to cover the stories that matter to our local communities in the Twin Cities and the Cincinnati metro area related to the aftermath of that horrific day – both with stories about personal connections to Israelis and reporting on the increased antisemitic activity we have unfortunately witnessed in both of these communities. As well, one of our major priorities in 2024 was to also bring our audiences stories and reminders of Jewish joy – in a time when so much of the world wants to define our peoplehood for us, Jewfolk is here to represent the many facets of Jewish life. 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 have also continued our journalism as an engagement model, building on lessons learned over the last ten plus years. We aim to lead with diverse, high quality content, and we pride ourselves as the premier journalistic hub for the Jewish Twin Cities and Cincinnati. In 2024, we increased readership by nearly 10% 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 Honorable Mentions for our work on Cincy Jewfolk, an incredible honor for our nascent publishing platform.



In 2024, Jewfolk continued to meet this moment in our collective Jewish story. We nearly doubled the number of individual donors compared to any prior year and we are excited to continue our partnership with folks who support our work. FolkMedia, which guides and augments other Jewish organizations' reach via digital and social media coaching and management, continued to expertly serve several Jewish organizations in 2024, increasing their connections to their existing and new audiences.

With 6 months of information post-site-launch in Cincinnati, we made refinements to our work there in 2024. In the span of the year, we reached 30,000 unique users on the site and many more through social channels - an impressive number given the size of the community. Cincy Jewfolk's impact will grow as more folks discover us — so please tell a friend or family member!

In 2024, Jewfolk heard from you. With close to 5,000 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 brand new meet ups for creatives with JCreate's partnership with the Jewish Artists Collaborative – our events were all steered by how community members told us you want to gather.

We take great pride in driving increased engagement across platforms and amplifying our impact on the communities we serve. Jewfolk's story evolves each year, reflecting the growth and innovation of our dynamic community. One thing remains constant: your generous support empowers us to research, share, and elevate these stories – your stories. Stay connected with local journalism, community voices, and opportunities to engage by following us on social media, subscribing to our weekly email digest, or meeting us for a coffee chat. We'd love to hear more about your experiences. Thank you for your continued support, both online and offline!

## With sincere gratitude,

Libby Parker, Executive Director

Jennifer Lewin, 2024 Board President & Mark Price, 2025 Board President



TC Jewfolk, a product of Jewfolk, Inc., is the Twin Cities' only independent online + in person journalism and engagement hub for Jewish communities.

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

THERE ARE MANY THINGS – FROM THE JLINK MEET UPS
TO THE COMMUNITY CALENDAR TO PODCASTS AND ARTICLES
ABOUT EVENTS NEAR AND FAR, TC JEWFOLK IS ALWAYS THERE
TO REPORT ON THE GOOD, BAD, AND FUN.

#### **2024 BY THE NUMBERS**



376

STORIES PUBLISHED



3,000+

SUBSCRIBERS





17

GUEST WRITERS



12,000+

**FOLLOWERS** 

SEE OUR WORK AT TCJEWFOLK.COM

# TC JEWFOLK'S 2024 MOST READ

## Most read articles by month



Minneapolis City Council To Vote On Israel Ceasefire Resolution Monday



Jewish Students Angry, Scared Of "Toxic" Campus Climate



Minneapolis Deli Owner Makes Impact with Volunteer Efforts in Israel



SLP High School Apologizes For 'Unacceptable' Yearbook Entry



Crossroads Deli Sold, Remaining Open Under New Ownership



Controversial Job Offer Leads To Resignations From Center for Holocaust & Genocide Studies Board



The 2024 Great Bagel Showdown



Now VP Candidate, Gov. Walz Has Long History With Jewish Community



Sen. Kunesh Apologizes For Oct. 7 Rape Denial Claim



Minnesota JCC Employee Arrested, Fired



Activist Who Called Jews 'Enemy Number One' Speaking At Minneapolis Teacher's Union Gathering



When Jews Excuse Anti-Zionist Vitriol

# Nationional Jewish Journalism Awards



Jewfolk Wins Two Awards For Excellence In Jewish Journalism



Brings the total that Jewfolk has won to date to 12

# **CINCY JEWFOLK'S 2024 MOST READ**

# Most read articles by month



Rabbi Julie Schwartz Continues Chaplaincy Work With New Teaching Program At Jewish Hospital



Brian Jaffee On Jewish Foundation's Evolution and Staff Expansion



Antisemitic Banner Found on Columbia Parkway



How To Close A Campus: HUC-JIR Bleeds Money While Cincinnati Pays The Price



We All Lose in the Oppression Olympics



Pro-Palestinian Activists Force Resignations From Cincinnati Pride



My New Mezuzah is a Ring Doorbell



In Kamrass' Last Year, Wise Temple Opts For Unique Transition To Next Senior Rabbi Hirsch



Adath Israel Begins Search for New Senior Rabbi



The Coming Storm



Cincy Jews Lobbied For New Laws To Help Jewish Students – They're Now In Effect



Rabbi Ari Jun Recommended as the Next Settled Rabbi at Temple Sholom



Cincy Jewfolk, a product of Jewfolk, Inc., is Cincinnati's only independent online + in person journalism and engagement hub for Jewish communities.

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66 EXCELLENT REPORTING ON ISSUES OF INTEREST TO OUR CINCINNATI JEWISH COMMUNITY. THE CONTENT IS RELEVANT AND TIMELY, AND I APPRECIATE THAT ARTICLES DON'T SHY AWAY FROM CONFRONTING POTENTIALLY CONTROVERSIAL ISSUES.

#### **2024 BY THE NUMBERS**



247
STORIES
PUBLISHED



SUBSCRIBERS





**1**∠ GUEST WRITERS



SEE OUR WORK AT CINCYJEWFOLK.COM

### DIGITAL AND SOCIAL MEDIA FOR JEWISH ORGANIZATIONS

# **FOLKMEDIA**



FolkMedia offers fee-for-service digital and social media management and coaching for Jewish organizations.

In 2024, in service of deepening our goals of taking excellent care of our clients and producing stellar social media client work that organically "speaks Jewish," we expanded our team of experts bringing on a talented graphic designer, a client care manager, and a new client social media manager.

66 THE LEVEL OF EXCITEMENT I HAD WHEN I SAW THIS WAS ALMOST TOO MUCH!!! I FEEL SO STRONGLY THAT THIS IS THE RIGHT MOVE FOR TTSP AT THE RIGHT TIME!

Talmud Torah of Saint Paul

#### **SAMPLE OF OUR 2024 CLIENTS**



















LEARN MORE ABOUT OUR CAPABILITIES AND SERVICES AT JEWFOLKMEDIA.COM



Minnesota Mammalehs is a thriving Facebook group for moms, grandmas, and expectant mothers in the Minnesota Jewish community.

Mammalehs of babies, kids, and adult children of all ages are welcome.

We encourage members to use this group to set up informal play dates, walking dates, and other gettogethers and TC Jewfolk is available to provide support to these organic, community member initiated events. We call this our signature Human Centered Design.

This year we furthered our relationship with PJ Library as we co-hosted our most successful Shabbat in the Park program to date.

In 2024, members hosted 12 Shabbats in the Park and started to organically create member-run meet ups in the cities they live in and by the ages of their children.



I COME IN HERE TO LEARN ABOUT EVENTS AND DIFFERENT ISSUES, TO GET ADVICE AND INPUT. THIS GROUP FOSTERS A "WE ARE ALL IN THIS TOGETHER" FEELING FOR ME.

# 2024 BY THE NUMBERS



**3,200+** MEMBERS



12 EVENTS



18 NEW WEEKLY TOPICS



190 ATTENDEES

JOIN MINNESOTA MAMMALEHS ON FACEBOOK



JLink™ is a group for emerging and established Jewish business professionals in the Twin Cities. This group is a place for members to ask questions, network with one another, get referrals, post and find job searches, and 'talk amongst themselves.'

We encourage members to use this group to connect with other Jewish professionals in the Twin Cities online and in person. We also host monthly IRL networking coffees and are available to support events for Jewish professionals that members would like to create.

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

In 2024, we promoted 47 local Jewish jobs with 21 Jewish Communal Organizations and hosted 11 JLink coffee meet ups for local Jewish professionals.



THANK YOU FOR YOUR SUPPORT AND PROFESSIONAL ADVICE—IT TRULY MEANS THE WORLD TO ME!

# 2024 BY THE NUMBERS



**1,500+** MEMBERS



**11** EVENTS



4 NEW WEEKLY TOPICS



**81** ATTENDEES

JOIN JLINK ON FACEBOOK

## **JCREATE**

JCreate is a group for Jewish creatives in Minnesota. Professionals, semi-pros, and hobbyists are all welcome.

This is a place for members to ask questions, network with one another, seek referrals, build creative partnerships, and connect with each other.

This year we focused on growing the group, multiplying the engagement, and honoring our creative members.

In 2024, we partnered with Rimon's Jewish Artist Collective to co-create monthly meet ups that are free and open to our members.





I'M AN AMATEUR
ARTIST AND I DEEPLY
LOVE PHOTOGRAPHY. I
COME TO JCREATE
BECAUSE I'D LOVE TO
CONNECT AND/OR
COWORK WITH OTHER
JEWISH MN
CREATIVES!

# 2024 BY THE NUMBERS



**225**MEMBERS



2 EVENTS



1 NEW WEEKLY TOPIC



ATTENDEES

JOIN JCREATE ON FACEBOOK



This is where you can find links to all the shows that Jewfolk is producing both under the Jewfolk umbrella as well as for others in the community.

In 2024, we produced Who The Folk, driven by community member recommendations; the inaugural Minnesota Mammalehs: Stories from the Tribe podcast, based on our live storytelling show; and a limited series of The Jews Are Tired, completing a full and productive podcast schedule for the year.



I LIKE LISTENING TO INTERVIEWS WITH JEWISH MOVERS AND SHAKERS IN THE COMMUNITY, IT MAKES ME FEEL MORE CONNECTED HERE!



#### 39 FPISODES

Who The Folk is the original TC Jewfolk podcast. Since 2018, we've interviewed interesting Minnesota Jews or Jews doing interesting things. This is where our community can learn something new about their fellow Twin Cites MOTs.



#### **6 EPISODES**

The Jews Are Tired is a digest of the big stories around the Jewish world, through a Jewish Journalist's analytical lens.



#### 13 FPISODES

The Stories From the Tribe Podcast offers a behind-the-scenes look at the 12 storytellers from TC Jewfolk's live show, featuring true Jewish stories tied to being – or having – a Mammaleh. These stories capture moments that are good, bad, funny, sad, and everything in between.

## **Most Listened to Episodes**



Who the Folk?!



The Jews are tired

Stories from the Tribe

**Haviv Rettig Gur** 

What Is Free Speech On Campus?

Stacey Dinner-Levin: 'Preaching to the Choir Director'



Jewfolk has faciliated High Holiday and Passover host and guest matching programs in the Twin Cities since 2013.

In 2024, we brought our beloved matching program to Cincinnati, where it was welcomed with open arms.

We also hosted two community events this year!

First, our brand new storytelling show, Minnesota Mammalehs: Stories from the tribe, which was instantly beloved by our community. This was a live-from-the-bima show featuring 12 Twin Cities Mammalehs telling their true stories of being or having a mammaleh. This event was a spectacular success that we instantly turned into a wonderful podcast.

And second, we hosted Sukkotgiving. This was a beautiful community meal that featured live music, an artist in residence, and a keynote speech about the intersection of being an American Jew in the time between the High Holidays and Thanksgiving. It was a beautiful evening to share with our community.

I HAVE BEEN ABLE TO ATTEND 2 SEDERS BECAUSE OF TCJ'S CONNECTION PROGRAM!!!

# THIS YEAR, JEWFOLK HOSTED:

- High Holidays
  Guest + Host
  Matching
- Passover Guest +
  Host Matching
- MN Mammalehs: Stories From The Tribe Storytelling Event
- Sukkotgiving Family Style Meal Event

#### **2024 BY THE NUMBERS**



1,419 ATTENDEES



67

COMMUNITY MEMBERS PLACED AT PASSOVER AND HIGH HOLIDAYS TABLES



2 EVENTS



320

ATTENDEES AT FIRST STORYTELLING SHOW



#### **Mission**

Jewfolk, Inc. maximizes the power of small- and mid-sized communities to serve as welcoming, vibrant homes for Jewish life through independent journalism, strategic engagement, and digital media consulting.

#### **Vision**

We want to live in a world where all Jews find abundant entry points into community, discover meaning and pride in their personal and communal identity, and connect with Jewish life in their own way.

## **Purpose**

To amplify opportunities for all Jews to discover communal, spiritual, educational, and cultural homes within their local Jewish community, no matter where they live.

#### **Core Values**

#### סיפור סיפורים /STORYTELLING / SIPUR SIPURIM

We have a sacred obligation to link past and future by sharing the Jewish stories of today.

#### CREATIVITY / Y'TZIYRATIYUT / יצירתיות

By leaning into our own creativity to elevate diverse voices, spur dialogue, and provide a platform for the unexpected, we nourish creativity among the Jewish communities we serve.

## CONNECTION / CHIBUR / חיבור

Jewfolk is a digital media hub that connects Jews to their local communities, to one another, and to their Jewish identity

## INTEGRITY / YOSHER / יושר

Jewfolk seeks truth and reports it. We are accurate, fair, and transparent, about what we report and why.

#### ENGAGEMENT / ME'URAVUT / מעורבות

We embrace the diversity of ways to be Jewish by maximizing on ramps to engaging with Jewish life, knowing that an active, vibrant, and engaged Jewish community is good for all of us.

# **2024 BOARD OF DIRECTORS**

Jennifer Lewin	PRESIDENT
Effie Cohen	VICE PRESIDENT
Amy Shapiro	SECRETARY
Aaron Raskin	TREASURER
Jim Stein	EX-OFFICIO
Matt Erickson	BOARD MEMBER
Nancy Getzkin	BOARD MEMBER
Drea Lear	BOARD MEMBER
Mark Price	BOARD MEMBER
Rachael Rosen	BOARD MEMBER
Andrea Nadel-Tikh	BOARD MEMBER
Alon Ventura	BOARD MEMBER

# **2024 JEWFOLK STAFF**



**Libby Parker** Executive Director



**Galit Breen**Operations, Advertising,
& 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 & Jewfolk Social Media Manager



Ariel Butler
FolkMedia Client
Account Manager &
Jewfolk Advertising
Manager



**Miri Rusakov** Graphic Designer



In 2024, Jewfolk embraced significant milestones and transformational growth, underscoring our commitment to serving and amplifying the voices of our communities. As a small but mighty organization, we remain dedicated to pushing boundaries, setting ambitious goals, and ensuring the strength and longevity of our work through robust and diversified revenue streams.

Participating in UpStart's UpSpring accelerator was a highlight of the year, equipping us with invaluable tools and insights to innovate and grow. Additionally, receiving a \$100,000 grant enabled us to make critical improvements to our infrastructure, including enhancements to HR, IT/security, business development, and strategic planning. These investments have laid the groundwork for a more resilient and impactful future.

Building upon our growth in 2023, we knew that 2024 would be a year of continued evolution for our organization and a year of investing deeply in our own systems and infrastructure in order to prepare us for additional growth in 2025 and beyond.

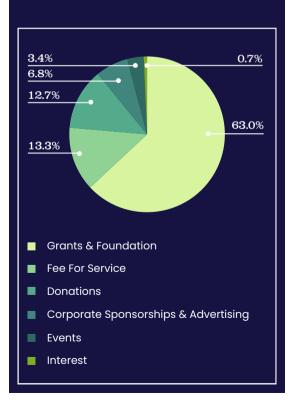
In 2024, we are proud to report that our earned revenue made up 23% of our budget with our advertising and corporate sponsorship income up by 170% and a dramatic increase in numbers of individual donors and advertisers. While FolkMedia's earned income was down compared to projections, we made staff adjustments to ensure we could still meet expectations both for the budget and for our clients.

We started 2023 with 8 full-time staff, and ended the year with 6 full-time staff and several contractors as we right-sized the organization and were responsive to our evolving capacity needs. Even with all of this change, we are showing no signs of slowing down. The reach and impact Jewfolk has on our communities is vast and meaningful and we look forward to continuing our expansion and impact in Cincinnati, and broadening our base of support there.

As we reflect on the changes and accomplishments of 2024, we are filled with gratitude for the support that has made it all possible. Your belief in our mission allows us to grow, innovate, and amplify the stories that matter most. Thank you for being an integral part of this journey. Together, we look forward to a future of even greater impact!

# **FINANCIALS**

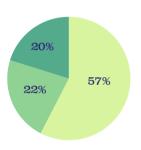
2024 Revenue		
Grants & Foundation	\$	476,740
Fee For Service	\$	101,000
Donations	\$	95,837
Corporate Sponsorships & Advertising	\$	51,816
Events	\$	25,899
Interest	\$	5,314
TOTAL REVENUE	\$r	756,606



# Program/Editorial 57%

Fundraising 20%

# Administrative 22%



# 2024 Expenses

Program/Editorial \$412,731.97

Administrative \$160,639.20

Fundraising \$146,883.85

#### **TOTAL EXPENSE**

\$720,255.02



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 <u>jewfolk.com/donate</u>, 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.

#### LIST OF OUR DONORS

# THANK YOU DONORS!

This list represents contributions from January 1 through December 31, 2024. We apologize for any omissions or errors.

#### MEET OUR PUBLISHERS' CIRCLE

\$5,000 OR ABOVE ANNUALLY

The Martin and Esther Capp Family Fund of The Saint Paul Foundation, The Beverly Foundation, Pat and Tom Grossman Philanthropic Fund, The Heilicher Foundation, The Jacob Garber Endowment Fund, Steve and Sheri Lear, Kris and John MacDonald, The Minneapolis Jewish Federation, The Minneapolis Foundation, Kevin and Nancy Rhein, The Tankenoff Family Foundation, The Jewish Foundation of Cincinnati, The George Kaplan Memorial Foundation, Upstart Bay Area

#### MEET OUR EDITORS' CIRCLE

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

Mike and Etta Barry, Shelly Gerson, Beth and Todd Leonard, Jim and Linda Stein

#### MEET OUR HEADLINERS' CIRCLE

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

Robert and Roberta Aronson, Nina and Bryan Badzin, Holly Brod Farber and Jon Farber, The Mike and Linda Fiterman Family Foundation, Harold and Cynthia Goldfine, Stacie and Joe Nabedrick, Libby and Enrique Parker

#### **MEET OUR JOURNALISTS' CIRCLE**

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

Bruce Goodman, Sam Joseph, Jimmy and Stephanie Levine, Jennifer and Jeff Lewin, Don and Rhoda Mains, Wendy Lovell-Smith and Colin Smith, the Jon and Robin Parritz Family Philanthropic Fund, Aaron Raskin, Ken Raskin and Lynn Lederman, Joel and Nancy Shinder, Alon Ventura

#### **MEET OUR FOUNDERS' CIRCLE**

\$500 TO \$999 ANNUALLY

Mike and Sally G. Abrams, Jeri Glick-Anderson, Jacy and Jason Grais, Lindsey Horowitz, Donna Koren, Jill Miller, Yoav and Roz Segal, and Moshe Smolkin

#### **MEET OUR NEWSROOM CIRCLE**

\$180 TO \$499 ANNUALLY

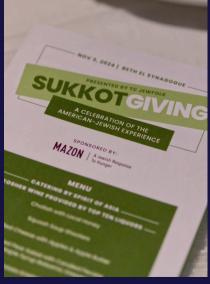
Josh and Robyn Stoller Awend, Allan Baumgarten and Marilyn Levi-Baumgarten, Stacy Pinck and Brad Birnberg, Tim Broms, Julie and David Burton, Suzanne Chalom, Stuart Chazin, Chubb Charitable Foundation, Efrat Cohen, Judy and Richard Cook, Naomi Dean and Ethan Roberts, Dale Dobrin, Judah and Jean Anne Marie Druck, Kate and Matt Erickson, Robin Gale, Dana Gilbert and Matt Sanders, Heidi and Howard Gilbert, Drs. Carol Grabowski and Joel Greenwald, Raisa Gringauz, Nancy Grobovsky, Brooke Guiqui, Holly and Kelly Guncheon, Rena Harold and Linda Loewenstein, Michael and Susan Horovitz, Michelle Horovitz and Adam Klarfeld, Steve Huneas and Jenifer Robins, Jamie Hurewitz, Amy Johnson, Gayle Kaplan, Stacy and Gary Kibort, Sara Kleckner, Robert Kramer and Susi Saxl, Matthew Kraus, Drea Lear and David Winter, Amanda Levin, Martin Lipshutz, Lindsay and Dana Litman, Leora Maccabee and Sam Miller, Dr. Nadia Maccabee-Ryaboy and Oleg Ryaboy, the Debra and Gil Mann Family Philanthropic Fund, Kirsten Menn, Richard Meyer, Henry Neitz, Rachael and Adam Rosen, Russ and Karen Rubin, Wendy and Steve Rubin, Toby Rubin, Richard Sarason, David Segal, Andrew and Talia Seiler, Amy Shapiro, Rhona Shwaid and Jon Wolpert, Mount Zion Temple, Lisa Stein, Brent and Deborah Wolfe, Lauren and Leo Zabezhinsky, Kathy and Howard Zack, Trishelle Zerin, Dr. Kari Zimmerman and Matt Holcomb





66 JEWFOLK COVERS THE INFORMATION THAT IS RELEVANT TO ME AND MY COMMUNITY AND SHOWS ME THAT I'M NOT ALONE.





jewfolk | inc

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