


**Successfully Navigating the
Jewish Federation of
Broward County Funding
Process**





Due Dates to Keep in Mind

- 11/01/22 RFPs Issued on Website
- 11/21/22 Letters of Intent for New Programs Due
- 1/17/23 Continuation Letters Due for multi-year funded programs
- 1/30/23 Semi-Annual Reports Due for Funded Programs (FY 23)
- 1/30/23 at Noon Proposals Due



Funding requests, reports, and all related documents, must be submitted electronically to:

planning@jewishbroward.org



Questions can be directed to:

- Health & Disabilities: Barbara Levin: 954.252.6970 blevin@jewishbroward.org
- Israel and Overseas: Evan Goldman: 954.660.2078 egoldman@jewishbroward.org
or Elian Dombey 954.252.6958 edombey@jewishbroward.org
- Jewish Identity: Rabbi Arnie Samlan: 954.660.2073 rsamlan@jewishbroward.org
- Vulnerable Populations: Erin Cohen: 954.660.2074 erincohen@jewishbroward.org



Program Areas

All funding decisions are made by one of four impact teams:

- Health & Disabilities
- Israel & Overseas
- Jewish Identity
- Vulnerable Populations



Health & Disabilities Priorities

- Provide programs and services for adults and children in Broward Jewish community with:
 - Physical disabilities
 - Developmental disabilities
 - Sensory disabilities
 - Mental health disabilities
 - Serious and/or chronic health issues
- Ensure the inclusion of individuals with disabilities and health challenges, and their families, in the life of our Jewish community.
- Some specific areas of funding interest:
 - Provide information and resources
 - Provide respite services
 - Provide employment and training opportunities
 - Provide funding for special therapies and disability related needs which families would otherwise be unable to afford.



Israel & Overseas Priorities

- Priority will be given to innovative, creative programming that has the capacity to be self-sustainable.
- For programs that are national in scope, priority will be given to funding a specific location where the service is provided or an aspect or resource that is shared by all the locations.
- Funding should not be sought for general annual organizational support
- Programs related to the ELDERLY, and particularly:
 - Programs serving Holocaust Survivors.
 - Programs providing basic needs of the elderly, including food and medical needs.
 - Programs fostering volunteerism and engagement.



Israel & Overseas Priorities

- IDF related programming including:
 - Programs to encourage inclusion and successful IDF service for special populations. Programs can target those currently serving in the IDF or for individuals prior to their IDF service. The special populations include, but are not limited to: women, individuals with special needs, those who have experienced abuse/neglect, individuals from low income families, and those from Haredi communities.
 - Physical and behavioral health needs of IDF soldiers or those who have recently completed service.
 - Supplemental support for IDF soldiers beyond what is provided by the army or the soldier's family.
- Programs related to GENERAL Israel-based and other Overseas needs:
 - International emergencies
 - Dire needs – food, shelter, and security
 - Children and families at risk
- Programs serving, and connecting us with, Neshar, our sister-city in Israel, may also receive special consideration.



Jewish Identity Priorities

- Jewish Day Schools
 - Programs seeking to increase Jewish Day School enrollment in Broward County, and programs seeking to strengthen the quality of education and programs provided there.
- Jewish Overnight Summer Camp
 - Programs seeking to increase the number of children and teens in Broward County who attend Jewish overnight camping.
- Jewish Teen & Young Adult Programs
 - Programs designed to increase Jewish teen and young adult participation in Jewish life.
- Israel Experiences for Jewish Teens
 - Programs to increase the number of Broward teens who participate in peer educational experiences in Israel.
- Reaching the Entire Community
 - Programs that seek to serve, and increase participation of, less reached parts of our Broward Jewish community, including Israelis, Latinos and LGBTQ+ community members.



Vulnerable Populations Priorities

- Reduce hunger among Broward Jewish residents
- Reduce homelessness among Broward Jewish Community Members
- Serve those impacted by Domestic Abuse
- Connect vulnerable community members with services and assistance needed
- Provide assistance re. scholarships for preschool and camp
- Care for Broward's elderly and ill
- Ensure indigent Jewish community members are buried with dignity



Have an Idea
for a Program
We Haven't
Previously Funded?



Submit a Letter of Inquiry



Letters of Inquiry (LOIs)

- Format
 - Template is available on the Grantmaking page of the Federation website: <https://jewishbroward.org/what-we-do/grant-making/>
- Required for programs not currently funded by us.
 - We will contact you if you are invited to submit a full proposal.
- Subject line & file name:
 - Agency Name – Program Name – Program Area – FY 2024 – LOI

LOIs save you time, and allow you to discuss ideas for new programs with us before spending the time to do full proposals and they also allow us to discuss the possibility of making minor “tweaks” to the program that might make it more of interest to us.



Continuation Letters for Multi-Year Funded Programs

- If, per your original award letter for FY 2023, your program was awarded “multi-year funding” and the program is entering the 2nd or 3rd year of multi-year funding, you will NOT need to submit a proposal.
- Instead:
 - Email a letter, on agency letterhead to planning@jewishbroward.org stating that:
 - You will continue to provide the specified programming, as agreed, for the 2nd (or 3rd) year;
 - You have met all obligations for the previous year’s programming, including providing all services outlined in the original proposal and submission of all quarterly reports; and
 - You plan to meet all obligations for the upcoming year.
- Subject line & file name:
 - Agency Name – Program Name – Program Area – FY 2024 – Continuation Letter
- You will still need to send us a new Board of Directors list prior to June 30, 2023.



Proposals

- A separate proposal must be submitted for each program
- Each program/proposal can only be submitted in one category:
 - Health & Disabilities
 - Israel & Overseas
 - Jewish Identity
 - Vulnerable Populations
- Separate email for each program/proposal.
- Each email must have all required attachments for that proposal (even if you are sending the same documents with other proposals).



Formatting

- Proposal Narratives & Success Stories: [Word Documents](#).
- Program Budgets: [Use the Excel Workbook provided by the Federation](#).
- Agency Budgets: [Excel Documents](#).
- Budget Narratives: [Word Documents](#).
- Audits and 990s: [PDFs](#)
- Submit all other documents [as PDFs](#).

- Note: Do NOT include pictures or additional information in your proposal.
 - If submitted, they MUST be separate documents.



Label Proposals & Attachments

- Proposals and attachments must be labeled as follows:
 - Agency – Program – FY 2024 – Proposal
 - Agency – Program – FY 2024 – Success Stories
 - Agency – Program – FY 2024 – Agency Budget
 - Agency – Program – FY 2024 – Program Budget
 - Agency – Program – FY 2024 – Program Budget Narrative
 - Agency – Program – FY 2024 – Audit (or 990)
 - Agency – Program – FY 2024 – Emergency Plan
 - Agency – Program – FY 2024 – Succession Plan



Answer EVERY Question

- When submitting proposals, All questions should be answered
 - We want to know how many people with disabilities you serve, **even if** your programs do not specifically target those with disabilities.
 - We also want to know how many lower income individuals you serve.
 - This information will help us confirm that your programs are **truly** accessible, and will also provide us with information we need to aggregate data.
- “We do not track that information” is not an acceptable answer.
 - In some cases you may need to make your very best guess.



Caveats

- No proposal will be accepted after its due date.
- Incomplete proposals will not be accepted.
- Proposals lacking required attachments will not be accepted.



Describing Your Program

- Describe your program so that people who may have absolutely no familiarity with it understand it.
 - Try your description out on someone unfamiliar with the program.
 - Ask them to describe your program to you based on what you wrote.
- Be clear and concise, yet comprehensive:
 - 1-2 paragraphs
 - Consider not only what to include, but also what isn't important to include.
 - When space is limited, it is important not to include less relevant items.
- Draw a verbal picture, highlighting the most important parts.



Choosing Goals and Objectives

- Goal: What you ultimately want to accomplish.
 - It's the purpose and the reason for the program.
 - Every program needs at least one goal.
- Objectives: Concrete measurable sub-goals.
 - Goals need concrete objectives. (It's too hard to measure "advance world peace.")
 - This is how you measure if you are being successful in achieving the goals.
- SMART Objectives should be
 - Specific Measurable Attainable Relevant Time-bound



Examples of Goals and Objectives

- Well written goals explain what you really want to accomplish.
 - i.e. “Our goal is to enable women who have experienced domestic violence to successfully establish themselves independently in our community.”
- Objectives provide measurable sub-goals along the way.
 - i.e. “Our objectives include helping at least 8 women secure affordable housing; 12 obtain fulltime jobs paying livable wages; and 4 start bank accounts and establish credit in their own names, during FY 2024.”
- Objectives should be closely related to goals, so you can tell if your accomplishing what you set out to do.



Impact

- We do not want to just do things... we want to make a difference!
- Impact is what positive difference you made, not just the number of people who participated, or the number or types of activities you offered.
 - Example: if a family receives counseling and economic assistance that results in their avoiding foreclosure, the impact is that a family was able to continue living in their home, avoiding foreclosure – and possibly that as a result, the children were able to continue attending the same school, etc.
 - The impact is NOT that they attended counseling or received financial help.



Impact versus Satisfaction

- We want people to enjoy the program... but it is more important that the program makes a difference in their lives.
- Just because people like a program, does not mean it is successful.
- Impact speaks to making the difference you sought to make. Satisfaction simply asks if people liked it.
 - If a teen enjoys a youth program, but it makes absolutely no difference to their feelings of connection to the Jewish people, their *satisfaction* level would be high, but the *impact* would be low.
- It is less likely that a program with low reported satisfaction would be impactful... but it is possible.
 - An individual might hate a drug intervention program, but it might turn his life around.



Activities ≠ Impact

- Programs don't always have the impact we hoped they would.
- It's important to know if programs have the hoped for impact, so changes can be made, if necessary, and so limited dollars can be spent most effectively.



Measuring Impact

- To *prove* impact, you need to be able to measure it.
 - i.e. A school might prove impact by measuring the number of students who previously were below grade level in math according to a particular standardized test, who now test at or above grade level.
- It's extremely important to plan how you'll measure impact from the very beginning to ensure you will have measurable indices of impact at the end.



When its hard to measure

- Some things are harder to measure than others, but some way of measuring impact must be found.
- Surveys and pre and post-tests often work, if they are carefully designed to measure impact (not satisfaction, etc.)
 - A food bank might ask recipients if they are skipping fewer meals/eating healthier foods. (They might find that 30% of clients skip fewer meals because of the food they receive).
 - A senior center might show they reduce isolation by asking seniors how many people they interacted with on an average day before they started attending, and how many they interact with on an average day now. (They might find 60% doubled their number of human interactions, and without the center, 20% would see no one most days).



Counting Unduplicated Clients

- When counting unduplicated clients:
 - Count each person you serve, **one time and only one time**, no matter how many times they use your service.



Who do I count?

- Example 1:
 - Mom comes in to pick up food at the foodbank for herself, and her two children. That equals **3** unduplicated people.
 - Your primary reason for existence is to feed people.
 - You are feeding three people.
- Example 2:
 - You use volunteers to provide services to seniors, or individuals with special needs, or abused women. One volunteer visits a client on a regular basis. That equals **1** person.
 - Your primary reason for existence is to provide services for your clients; therefore you count the client, not the volunteer.
 - If providing volunteer opportunities is a major additional goal, provide the total number of volunteers separately.



Number of “Unduplicated Clients”

(aggregate number of service units provided)

- Foodbanks, Meals on Wheels, Congregate Feeding Sites
 - How many meals do you provide?
- Counseling and Case Management
 - How many counseling/case management sessions do you provide?
- Youth Groups, Hillel, Moishe House, A Wider Bridge, etc.
 - How many times did people attend a program?
 - 3 attended Program A, 2 attended Program B = 5
- Schools
 - How many students attended your school this year?
- PJ Library
 - How many books were delivered?



Serving the Whole Community

- We want to know that we are successfully reaching our entire community.
 - Are you reaching everyone?
 - Are your services accessible?
 - Are there segments of our population that we need to do more to reach?
- Specifically:
 - How many Latinx, Israeli, or non-American born Broward residents will you serve?
 - How many low-income individuals/families do you expect to serve?
 - How many individuals with disabilities do you expect to serve?
 - What types of disabilities are you able to accommodate/serve?
 - What steps will you take/have you taken to ensure the program is accessible?



Helping us help you.

- Help us match you with the appropriate Special Purpose Funds.
- Does your program:
 - Assist poor Jews
 - Provide meals for seniors
 - Provide burials for impoverished Jews
 - Provide emergency food
 - Provide assistance for seniors in senior housing
 - Serve abused women
 - Provide Jewish education
 - Provide Arts & Crafts material or instruction
 - Provide medical or health care in Israel
 - Provide Holocaust education
 - Serve Jews in Ukraine
 - Assist young families afford synagogue memberships
 - Help buy, repair, or maintain emergency vehicles or accessory equipment
 - Help IDF members, or those preparing to enter or complete service in the IDF, or their families



Required Attachments

- Success Stories (with permission)
- Agency Budget
- Program Budget
- Audited Financials or 990
- Board List
- Agency Emergency Plan
- Succession Plan



Include Success Stories

- Two recent success stories must be attached to each proposal.
 - These must be stories you have not previously submitted to us in quarterly reports, proposals, etc.
 - We are trying to build a library of success stories for each program.
- Success stories talk about the difference your program made in a particular family or individual's life.
 - If your program has not yet started, please submit two stories of individuals or families who desperately need your program, and tell us how their lives would be better if your program existed.



Great Success Stories

- Success stories put a face on your program, touch hearts, and make people want to help.
 - Numbers are important, but individual stories touch hearts.
- Include enough details that those hearing the story can imagine themselves there – being helped and helping.
 - “After 62 years of happy marriage, her husband’s death after a long battle with cancer, nearly broke her. Each night in her tiny Weston apartment, this once vivacious woman sat alone, remembering the life they shared, and crying. Where once she was an immaculate housekeeper, the dishes and laundry now sat unwashed. She desperately needed help... But then we stepped in.... Now....”
- **Do not include names unless you have permission.**



Success Stories & Anonymity

- Stories should be submitted without the client's name if you have not received permission from them to share their story.
- Minor, inconsequential details can also be changed to ensure that clients cannot be identified if we share their story with donors or the public.
- Tell us whether or not the story has been anonymized.
- Providing pictures with the stories is encouraged (and makes it more likely the stories will be shared), but you must have permission to do so before sharing them with us!