

PJ Library® in Greater Washington

PJ Library • Impact Grant

This grant will ensure that the PJ Library program has the necessary funds to serve the entire Greater Washington community. The program provides families raising Jewish children from 6 months to 8 years old with free Jewish books and music and co-produces events for families across the region.

Proposal

PJ Library

Funding

\$38,000

Category

NextGen - Impact

Program Goals

1. Increase PJ Library subscriptions.
2. Have more families participate in family programming.
3. Have them make long-lasting connections to the Jewish community.
4. Create connections with other agencies to create partner programs.

Metrics



Increase to 8,400 PJ Library subscriptions upping the percentage of families in NOVA from 28% to 35% in FY20



Offer workshops and/or training to family programming professionals with a goal to increase the quality of the program experience and social interactions at the family programs



Create new programs for PJ Library grandparents and for PJ Our Way 'twins

Q1&2: 1 monthly program for 'twins launched

Q2: three local JCCs to plan and highlight multi-generational programs launched

Q2: Created and managed a community of practice and convened the group for training, networking and brainstorming as well including these professionals in the newly renamed: Early Childhood an family Education Conference .



Launch new programs and tracking of families

Q2: With partners launched 31 programs in the first six months