

## 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: Year-End Reporting



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

Ended with 6,461 families and 8,391 subscriptions. NOVA families represent 28% of this total.



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

Created the PJOW Book Club with Geshar as well as resources for grandparents such as the Shavuot Grandfriend: Cooking Together.



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

Added Family Engagement tracks to the Early Childhood and Family Education Conference in December, brought in speakers to the FECoP meetings, and provided individualized support to family programming professionals.



Launch new programs and tracking of families

Had a number of new programs that made the switch to virtual platforms, and increased the data collection on attending families

**COVID Impact:** We shifted our programs online but have been able to send the books to families' homes. We have heard directly from families through research from PJ Library (officially available at the end of November) that the books have been a lifeline during the pandemic. We have been able to offer online programs as well as providing resources to support families celebrating holidays and incorporating rituals in new ways.

