

PJ Library® in Greater Washington

PJ Library • Impact Grant

This grant would continue to make it possible to share PJ Library® (PJ, as in “pajamas”) with the entire community. This program of the Harold Grinspoon Foundation (HGF), as implemented by The Jewish Federation of Greater Washington, provides families raising Jewish children 6 months–8 years old with a free treasury of Jewish books and music. Every month, families enrolled in PJ Library receive expertly-selected and kid-tested Jewish books as a gift from the community. To support families on their Jewish journeys, we supplement the books with resources and events. PJ Library and Federation engage families through high-quality, fun events that focus on Jewish holidays, rituals and values. We cosponsor over 200 virtual and in-person programs to meet the varied needs and interests across our region. In addition, we involve tweens through PJ Our Way™ (PJOW) chapter books and programs.

Proposal

PJ Library

Funding

\$38,000

Category

Renewal - Next Gen - Impact

Program Goals

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

Metrics

1,500

new children enrolled
Q1: 483 new children enrolled
Q2: 290 new children enrolled



900 families participating in another related activity not hosted by PJ Library (if capable of tracking via a partnership)

Q1: 600 attendee families participating in another related activity not hosted by PJ Library
Q2: 500 families participating in PJ Library cosponsored events

1,000

new families enrolled
Q1: 340 new families enrolled
Q2: 205 new families enrolled

300

new PJOW enrollments
Q1: 55 new PJOW enrollments
Q2: 85 new PJOW enrollments

50%

of families enrolling in PJ/PJOW who were not in the organizational database previously

50%

of PJOW enrollments converted from PJ Library (up from 25% and percentage of eligible)
Q1: 45% PJOW enrollments converted from PJ Library



20 partnerships with other organizations (active partnerships for programming during FY21)
Q1: 26 partnerships with other organizations
Q2: 30 active partnerships



50 attendees to multiple activities during FY21 (if applicable)
Q2: No change

