

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
1675 new children enrolled



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

1,000

new families enrolled
1185 new families enrolled

3,400 families participating in PJ Library cosponsored events

300

new PJOW enrollments
408 new PJOW enrollments

50%

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

70% of families enrolling in PJ/PJOW were not in the organizational database previously

50%

of PJOW enrollments converted from PJ Library (up from 25% and percentage of eligible)
37% of PJOW enrollments converted from PJ Library



20 partnerships with other organizations (active partnerships for programming during FY21)

35 partnerships with other organizations



50 attendees to multiple activities during FY21 (if applicable)

