

# PJ Library® in Greater Washington

## PJ Library | Impact Grant

This grant continues 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.
5. Convene a Community of Practice for the JFamily Ambassadors to increase their utilization of relational engagement tactics. Delivered in partnership with GatherDC.

### Metrics

1,000

new attendees

Q1: 500 new attendees

50%

of PJ children aging out to enroll in PJ Our Way

Q1: 24% of PJ children aging out enrolled in PJ Our Way

500

unique attendees

Q1: 300 unique attendees



drive active engagement from 75% of PJ Library partners

Q1: 32% of PJ partners co-sponsored programming

350

new PJOW enrollments

Q1: 91 new PJOW enrollments



new children enrolled (1,550) and New families enrolled (1,025)

Q1: 283 new children enrolled from 195 families

50%

of families entered into the Federation database to be new to Federation

Q1: Approximately 50% percent of families entered into the Federation database are new to Federation



100 attendees to multiple activities (if applicable)

Q1: 10 families attending multiple activities this quarter

