

## 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 - Families with Young Children

#### 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  
2516 new attendees

**50%** of PJ children aging out to enroll in PJ Our Way  
67% of PJ children aging out to enroll in PJ Our Way

**500** unique attendees  
1503 unique attendees



drive active engagement from 75% of PJ Library partners  
drive active engagement from 42% of PJ Library partners

**350** new PJOW enrollments  
296 new enrollments



new children enrolled (1,550) and New families enrolled (1,025)  
1580 new children and 1079 new families enrolled

**50%** of families entered into the Federation database to be new to Federation  
67% of new PJ library families are new to Federation



100 attendees to multiple activities (if applicable)  
40 percent of attendees to multiple activities