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

500 unique attendees
1503 unique attendees

350 new PJOW enrollments
296 new enrollments

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

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

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

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

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