

## AJFCA 44<sup>th</sup> Annual Conference 2016 AJFCA KOVOD AWARDS Agency Videos

### Agency: Jewish Family Service of Colorado

**Video Link:** <http://jewishfamilyservice.org/about-ifs/2015-Executive-Luncheon-Video>

**Video Length:** 5:16

**Annual Budget:** \$11.9 million

**Description:** This video was produced to be shown at the JFS Executive Luncheon (1,000 attendees) to demonstrate the impact that the agency can have on one person's life. The individual showcased is a well-known member of the local Jewish community who had fallen on hard times. When the video ended, she was on stage and made a passionate ask for donations to support the work of JFS.

**Video Cost:** \$10,000, funded by the Development Department

**Outcomes:**

- Well-received by the audience. Helped to raise \$70,000 in the room at the event.
- Helped communicate the idea that "This could happen to me." The services of JFS aren't just of the "needy" but for anyone with a need.
- The audience got a good understanding of a variety of agency services.

**Staff Involved:** John Kayser, Director of Marketing & Communications, and Alaina Green, Associate Director of Marketing & Communications." The video was produced by M. Sharon Cinema, an outside video production company.

**Contact:** John Kayser, Director, Marketing & Communications, Office: 303.597.5000, [jkayser@jewishfamilyservice.org](mailto:jkayser@jewishfamilyservice.org)



### Agency: Jewish Family Service of Colorado

**Video Link:** <http://jewishfamilyservice.org/about-ifs/Executive-Luncheon-2014-Video>

**Video Length:** 5:21

**Annual Budget:** \$11.9 million

**Description:** This video was produced to be shown at the JFS Executive Luncheon (800 attendees) to demonstrate the impact that the agency and its staff have on the Denver community. The intent was to celebrate staff and show that every staff member contributes to the mission of the agency and the clients it serves. It was also intended to show potential donors who may not be familiar with the agency the depth and breadth of agency services.

**Video Cost:** \$10,000, funded by the Development Department

**Outcomes:**

- Well-received by the audience. Helped to raise \$50,000 in the room at the event.
- Boosted employee morale. Employees were proud to be a part of the video and felt valued.
- The audience got a good understanding of agency services.

**Staff Involved:** John Kayser, Director of Marketing & Communications, plus lots of staff who participated as "actors." The video was produced by Stage 2 Studios, an outside video production company.

**Contact:** John Kayser, Director, Marketing & Communications, Office: 303.597.5000, [jkayser@jewishfamilyservice.org](mailto:jkayser@jewishfamilyservice.org)



**Agency: Ruth & Norman Rales Jewish Family Services**

**Video Link:**

<https://www.youtube.com/watch?v=pneZyYqwC5Y>

**Video Length:** 7:02

**Annual Budget:** \$9.8M

**Description:** Ruth & Norman Rales Jewish Family Services' annual agency video is produced in time to showcase agency achievements and highlights from the past year at our annual gala which is held in December. Intended primary audience is agency donors and supporters. This year we were successful in being able to feature 3 client stories each spotlighting different agency resources. The extremely positive feedback received was due to being able to personalize the reach of agency enabling donors to visualize the impact made on the lives of agency clients.

**Video Cost:** Confidentiality between JFS and the videographer prevents us from disclosing the production cost of the video.

**Outcomes:** The video was presented at the Annual Gala immediately prior to evening fundraising initiatives (auction and direct appeal to food pantry). While it is difficult to directly attribute the increase in fundraising dollars to the video, the event pulled in an incredible \$560,000 and \$200,000 was raised in an appeal for the Jacobson Family Food Pantry.

**Staff Involved:** Danielle Hartman, President & CEO; Cindy Orbach Nimhauser, Senior VP, Chief Development Officer; Jeremy Lurie, Director of Communications

**Contact:** Jeremy Lurie, 561.852.6053, jeremyl@ralesjfs.org



**Agency: Jewish Family Service of Seattle**

**Video Link:** <http://blog.jfsseattle.org/stories-from-the-luncheon/>

**Video Length:** 10:25

**Annual Budget:** \$2.5 mill+

**Description:** The "If not now, when?" video was shown at our 2015 Community of Caring Luncheon.

**Video Cost:** \$26,000

**Outcomes:** Attendance was more than 1,100 people, and we raised over \$1.3M

**Staff Involved:** Deb Frockt, Director of Marketing & Communications; Leslie Sugiura, Director of Special Events; Michelle Lifton, (Former) Director of Project DVORA until June 30, 201; Rachael Kwong, Director of SAJD Supported Living Program; Christy Rosenlund, Case Manager, SAJD Supported Living Program; Carol Mullin, Director of Emergency Services

**Contact:** Deb Frockt, dfrockt@jfsseattle.org



**Agency: Jewish Family Service of Los Angeles**

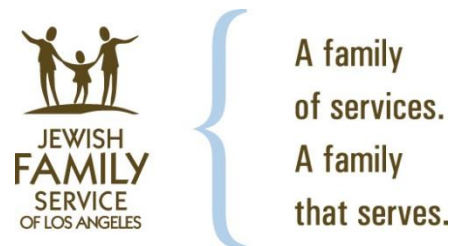
**Video Link:** <https://youtu.be/FPa84GnCy8M>

**Video Length:** 2:32

**Annual Budget:** \$31M

**Description:** As the first charitable organization founded in Los Angeles, Jewish Family Service embraces and strengthens people of every race, religion, creed, and economic status. Through our programs and services, we strive to meet the trials of poverty, hunger, domestic violence, families in crisis, disabilities, and aging with dignity. This compassion grows out of deep roots in Jewish values – "tikkun olam," or healing the world, a central tenet of Judaism. This animated video, written and produced by Jennifer Lavey and Hilary Linderman and designed and edited by Josh Beaton of Josh Beaton Design, was launched during Giving Tuesday, a worldwide day of giving on December 1st, to promote and educate donors and supporters about the history of JFSLA and to simplify the agency's many services offered to the Los Angeles community. The video was warmly received by staff, donors, and board members and helped raise over \$103,000 during the #GivingTuesday campaign.

**Video Cost:** \$2,000 – Funded by Annual Communications Budget



**Outcomes:** Over \$103,000 raised during #GivingTuesday using this video. Over 200 views of the video on YouTube.

**Staff Involved:** Jennifer Lavey, JFSLA, Director of Communications and Donor Relations; Hilary Linderman, JFSLA, Communications Specialist; Josh Beaton, Josh Beaton Design, Editor/Motion Graphics Designer

**Contact:** Hilary Linderman, Communications Specialist, 213.260.7915, hlinderman@jfsla.org

**Agency: HIAS**

**Video Link:** <https://vimeo.com/131208133>

**Video Length:** 2:16

**Annual Budget:** over \$2.5 Million

**Description:** HIAS is the oldest refugee protection agency in the world, established in 1881 to assist Jews seeking refuge in the United States. In recent years, HIAS has shifted from being an organization that primarily helped Jews to a Jewish agency that helps refugees, whoever they are. The short animated video HIAS: for the Refugee was produced to help explain our history, the work we do, and why we do it, to existing and new audiences in a simple, elegant manner. The video was released on June 20, 2015, World Refugee Day.

**Video Cost:** \$35,000

**Outcomes:**

- As of January 2016, this video has been viewed online more than 50,000 times on our website, Vimeo, YouTube and Facebook.
- This video has been shown numerous times at HIAS events, helping introduce the organization and our work to new audiences. The video is also used to help orient new staff worldwide to HIAS' history and work.
- Response from constituents, Jewish organizations and others has been overwhelmingly positive. One staff member said that after watching her mother commented "now I understand what you do and why it is so important."

**Staff Involved:** Bill Swersey, Sr. Director of Communications

**Contact:** Bill Swersey, Sr. Director of Communications, bill.swersey@hias.org, 212-613-1349



Welcome the stranger.  
Protect the refugee.

**Agency: Jewish Family & Career Services – Atlanta, GA**

**Video Link:** <http://YTFL.org/kovod>

**Video Length:** 4:46, 3:17, 4:30

**Annual Budget:** \$13 Million

**Description:** The three vignettes are selected from a total of six vignettes that were produced for presentation to our annual Community of Caring luncheon event which is the official kick off to our Annual Campaign. This event hosts 700 guests. Agency volunteer stakeholders host a table at the event and invite guest who are "new" to the agency. The purpose of the video stories is to relate the impact of the services provided by JF&CS on its clients. Moreover, our goal was to demonstrate the person-centered care provided by our caregivers. Guests are invited to contribute to the annual campaign at the close of the luncheon. The 2015 luncheon raised \$350,131 the day of the event, which was a significant increase from the previous year.

**Video Cost:** \$37,000 (for all six vignettes)

**Outcomes:**

- The day of event raised \$350,131 in support of the kick of the Annual Campaign. The total Annual Campaign for 2015 was \$1.3 Million.
- The videos were posted on the Web Site in stages, each introduced via an ongoing e-newsletter campaign throughout the year.
- Videos won Tele Awards (industry professional category) which drew public attention to the production and the services

**Staff Involved:** Brenda Fiske CMO; Cobi Cohen, Digital Marketing Manager; Sheri Panovka, Marketing Communications Coordinator

**Contact:** Brenda Fiske, Chief Marketing Officer, bfiske@jfcs-atlanta.org; 770-677-9460



**Agency: Jewish Family Service of MetroWest NJ**

**Video Link:** <https://www.youtube.com/watch?v=FSLdxnbdu5I>

**Video Length:** 6:57

**Annual Budget:** \$4 million

**Description:** JFS MetroWest NJ developed an agency video to share with funders and donors that provided an agency overview and highlighted many of our service areas including Adult, Older Adult, Holocaust Survivor, Family Therapy, and Domestic Violence. It covered our volunteer programs with friendly visiting, the Retired Senior Volunteer Program Center for individuals 55+, and Court Advocates working with domestic violence victims. We unveiled the video at our June 2015 gala. The video cost \$6250 and was paid for through a private donation and funding from the Corporation for National and Community Service.

**Video Cost:** \$35,000

**Outcomes:**

- First, we wanted to introduce individuals attending the gala as visitors/guests to our work. Many donors and funders are aware of particular programs and services but don't appreciate the breadth of our offerings. The positive qualitative feedback we received indicated that we increased overall awareness of our work and its impact on the lives of people in our community.
- The second outcome was recognizing the work of our volunteers and board. While we offer many services to the community, our volunteers increase our reach and are an extension of our programs. By including interviews with volunteers and board members in the video, and filming the video on location during volunteer events, volunteers felt appreciated and valued. This bolstered an interest in new volunteers to the agency.
- Finally, after producing the full video we wanted shorter versions of the video to highlight specific elements of the agency. To that end, we pulled out footage of a disaster preparedness program that we did with RSVP volunteers and created a smaller video commercial out of that footage to use to recruit volunteers to upcoming disaster kit making events. We have shared this shorter video with disaster preparedness program funders and will use it for two upcoming disaster kit events.

**Staff Involved:** Kimberly Colchamiro, Marketing Manager

**Contact:** Reuben Rotman, Executive Director, [rrotman@jfsmetrowest.org](mailto:rrotman@jfsmetrowest.org)



**Agency: Jewish Family Service of Metropolitan Detroit**

**Video Link:** <https://player.vimeo.com/video/145956240>

**Video Length:** 3:14

**Annual Budget:** \$11 million

**Description:** The video that we are submitting is about the Older Adult Services we offer, and highlights a program called Fall Fix Up, in which nearly 400 volunteers rake, clean windows and prepare the homes of older adults for winter. Our largest program for older adults is Geriatric Care Management, which has operating costs of about \$1.3 million and funding sources include Jewish Federation allocation, state funding, grants, endowments, private philanthropy, and program fees. This video was created for a campaign by Jewish Federation of Metropolitan Detroit (JFMD) called 70 Days of Good, which showcased how JFMD and its partners meet the needs of the Jewish community. We also share the video with prospective donors interested in services for older adults, as well as current donors to show them how their donations are being used.

**Video Cost:** \$1,000

**Outcomes:** N/A

**Staff Involved:** Debbie Marcus, Chief Development Officer; Debbie Feit, Communications Manager; Lindsay Leder, Director of Special Events and Volunteer Engagement; and Amy Singer, Development Specialist.

**Contact:** Jenny Kabert at 248-592-2339 or [jkabert@jfsdetroit.org](mailto:jkabert@jfsdetroit.org)

[Additional Programmatic Information](#)

[Additional Programmatic Information](#)



**Agency: Jewish Community Services of South Florida**

**Video Link:** <https://youtu.be/40RI5nsUQJ8>

**Video Length:** 3:01

**Annual Budget:** \$16 million

**Description:** The Goal is to produce a video, part of a new branding campaign, that succinctly:

- Showcases JCS' multitude of services
- Demonstrates a compassionate, expert staff
- Dispels JCS' reputation as an agency primarily serving those in financial need. JCS' services range from counseling domestic abuse victims; job assistance for the homeless; to meals' delivery to the homebound elderly. However, the public's primary focus remains on JCS' senior adult initiatives including Holocaust Survivor support and the Kosher Food Bank. The video, Impacting Our Community – One Person at a Time, is not a traditional 'laundry list' of government-sponsored programs. Rather, the intent is 'client-oriented,' that subtly and emotionally emphasizes services benefiting 'middle-income' families including youngsters struggling with emotional conflict, or seniors wishing to remain independent wherever they may live. The three-minute long video can be presented in several formats:
- Complements individual and group presentations
- Is a stand-alone website feature
- Is included on donor appreciation letters and solicitation e-blasts
- Will be included in marketing and fund raising events

**Video Cost:** The videography fee: \$3,850. Music licensing fee: \$141. In-kind donation of six days of staff time

**Outcomes:**

- The video debuted at JCS' premier major-donor events, Jan. 5, 2016 and Jan. 19, 2016. Guests' laudatory praise helped make for successful evenings.
- Subsequent showings to staff added to their esprit de corps.
- Staff have already asked to incorporate the video into their outreach efforts and at other community opportunities.

**Staff Involved:** Larry Lentz, Vice President for Community Engagement

**Contact:** Larry Lentz, Vice President for Community Engagement, 305.403.6595, [llentz@jcsfl.org](mailto:llentz@jcsfl.org)

**Agency: Jewish Family Service of the Desert**

**Video Link:** <https://www.youtube.com/watch?v=xRVQQZKRGQw>

**Video length:** 0:29

**Annual Budget:** \$1,771,015

**Description:** This compelling, 30-second public service announcement (PSA) was created as a tasteful, attention-grabbing, cost-effective means to increase community knowledge of JFS Desert's vitally needed programs, counter the notion that JFS Desert only serves the Jewish community, and increase referrals. JFS Desert staff and volunteers strive to promote community well-being, and they were excited to be featured in this piece that notes the organization's goal to assist all in need regardless of age, ethnicity, or religion. The PSA was made available to local news agencies, who, recognizing the importance of JFS Desert's programs in maintaining healthy families and protecting seniors, incorporated the piece into their PSA lineup. The inexpensive (\$500 to produce) video has led to increased opportunities to help those in need throughout the Coachella Valley, leading to improved situations for many. JFS Desert has seized upon the opportunities brought about by the PSA to collaborate with other service providers throughout the Coachella Valley, spearheading a movement seeking to provide a continuum of care for at-risk persons. JFS Desert is seen as a local leader in social services and an integral member of the community due, in no small part, to the creation and airing of this inexpensive PSA.

**Video Cost:** \$500 to produce the PSA. Monies to fund the project came from the agency's Marketing/Public Relations budget, and overall agency support is gathered from several sources, individual/family philanthropic giving, grant fund procurement, insurance reimbursement, and client co-pays.





**Outcomes:**

- Many new referrals for services (mental health counseling, emergency assistance, and senior care) from those who mistakenly believed JFS Desert could not assist them because they were not Jewish
- An increase in invitations to both present information on JFS Desert programs to a live audience in an educational setting as well as to exhibit at local wellness and resource fairs
- The development of a collaboration between Coachella Valley service organizations that will improve service to at-risk persons through increased understanding of available services, improved referrals amongst service organizations, and amplified advocacy for at-risk persons in political settings

**Staff Involved:** Maureen Forman, Executive Director; Judy Kaye-Cressman, Director of Development; Alex Aguiar, Office Manager; Lee Brosnan, Board & Development Assistant; Judy Monetachi, Therapist; Lisa Schmid, Case Manager; Lois Wakser, Volunteer; Ariel Basson, Volunteer

**Contact:** Kraig Johnson, Community Programs Coordinator, 760/325-4088 ext. 101, kjohnson@jfsdesert.org

**Agency: Jewish Family Services of Silicon Valley**

**Video Link:** <https://www.youtube.com/watch?v=0ZOMwSTgIYE>

**Video Length:** 6:06

**Annual Budget:** \$1.7M budget

**Description:** We used the video at our 2015 fundraising breakfast – and it was the most successful fundraiser we’ve ever had. I think the video contributed to the success.

**Video Cost:** \$7000

**Outcomes:** Whereas we didn’t measure them as related to the video per se, what I can say is that it increased the awareness of our event attendees (and website visitors) of the work of our agency. I cannot point to any other exact outcomes. It was part of the set of speeches and activities that led to our raising over \$180,000 for the agency.

**Staff Involved:** Executive Director and fundraising event subcommittee

**Contact:** Mindy Berkowitz, Executive Director, mindyb@jfssv.org



**Jewish Family Services**  
of silicon valley

**Agency: Jewish Family Service of San Diego**

**Video Link:** <https://www.youtube.com/watch?v=FCpKBLwuYb4>

**Video Length:** 2:33

**Annual Budget:** \$18M

**Description:** JFS of San Diego (JFSSD) spent the past year engaged in a re-branding process, to ensure that our look, community presence, style of communication, and modes of service delivery were consistent with our strategic plan, and our vision for the future. As JFSSD approaches 100 years of exceptional service to the San Diego community, we wanted to take a critical look at our successes and challenges, and determine, in partnership with scores of community stakeholders, what the community would need from JFS in the coming years. A few key themes emerged from this process:

a) We are partners – with our clients, donors, stakeholders, volunteers, and the community-at-large. We do not do our work FOR others, but WITH others. This notion of partnership and collaboration is a powerful filter through which we approach our work; b) We strive to move forward, and help others do the same. The goals and opportunities of those we serve are varied and personal, and while the end-game may be different for each person, the desire to move forward – to have momentum – is universal; and c) Our Jewish values are the reason we serve, and our work is guided by commitments to justice (tzedekah), community (kehillah), dignity/respect (kavod), and repairing the world (tikkun olam). We believe these commitments extend to the entire community, and we are proud to be an exceptional partner to the entire San Diego community.

This agency video was just produced, and will be introduced at our Gala in mid-March. We believe it embodies the themes described above, and demonstrates both the scope and the depth of our impact. And, who better to tell the story of our work than the amazing individuals we are so privileged to serve?

**Video Cost:** \$2,500



**Outcomes:** N/A

**Staff Involved:** Marie Lawrence, Communications & Digital Content Manager; Dana Levin, Assistant Director, Annual Campaign; Debbie Rodriguez, Chief Advancement Officer; Michael Stern, Senior Director of Marketing

**Contact:** Debbie Rodriguez, Chief Advancement Officer, (858) 637-3009, [debr@jfssd.org](mailto:debr@jfssd.org)

**Agency: Jewish Family and Children’s Service of Minneapolis**

**Video Link:** [https://assets.adobe.com/link/21e86708-397b-4628-42e5-a692b2bfe95a?section=activity\\_public](https://assets.adobe.com/link/21e86708-397b-4628-42e5-a692b2bfe95a?section=activity_public)

**Video Length:** 4:34

**Annual Budget:** \$8,347,700

**Description:** The Jewish Family and Children’s Service of Minneapolis agency video submitted for the 2015 Kovod Award was collaboratively created with an outside brand strategy and communication design firm for the JFCS 27th Annual Laugh on Their Behalf Benefit in December, 2015. Its purpose was to inform, engage and motivate support for agency programs for children and youth. The video was shown to an audience of nearly 1000 attendees as part of the evening program, presented just before the live fund-a-need began. It highlights the importance, scope and impact that JFCS programs for children and youth have on all youth in our community, and specifically features three programs: camp scholarships, Jewish Big Brother Big Sister Program and mental health counseling. The video was shot on multiple locations and includes interviews with program recipients, participants and agency professional staff. While the annual benefit raised nearly \$420,000 in total, just over \$121,000 was raised that evening alone specifically for the fund-a-need/Children and Youth programs featured in the video!



**Video Cost:** \$2000. Note that this was a special reduced rate, generously provided by the production company, Augeo+Greer, [www.augeogreer.com](http://www.augeogreer.com).

**Outcomes:** N/A

**Staff Involved:** Judy Halper, CEO; Lori Leavitt, Marketing Communications Director

**Contact:** Judy Halper, CEO, [jhalper@jfcsmpls.org](mailto:jhalper@jfcsmpls.org), 952-542-4847

**Agency: Jewish Family Service Association of Cleveland**

**Video Link:** <https://youtu.be/dGSQ2nF4aLI?list=PLUDVPs-UgIki041OU3QZnDqsqSskSPTUO>

**Video Length:** 8:14

**Annual Budget:** \$29 million

**Description:** The 2015 Agency Video premiered on December 1, 2015 at JFSA Cleveland’s 140th Annual Meeting to an audience of 170 attendees. The video celebrates 140 years of service to the community by profiling the personal stories of hope and courage shared by some of JFSA’s significant and life-long donors. Each donor’s story reflects their personal experience(s) with JFSA Cleveland, whether they received help for themselves or for a family member. Together, these donor stories reflect the breadth of services provided by JFSA Cleveland as well as each donor’s passion for giving back and advocating the value and impact JFSA Cleveland has on the local community. The long-term purpose of this video is to raise awareness of the agency’s longevity in the community, its ability to adapt to the community’s ever-changing needs, and to engage new donors.



**Video Cost:** \$6,300

**Outcomes:**

- 2015 Annual Meeting Attendee Survey: In an on-line survey of attendees, 98% of survey respondents rated this video as “excellent” (83%), “very good” (10%), or “good” (5%). Attendee comments included:
  - “The video are really life events that remind us of why we are here.”
  - “The video was lovely and added a personal touch. They really evoked tremendous emotion especially with regard to board members who found comfort in the agency in years past and became involved in the board to give back.”
  - “The video and the message delivered about the agency were terrific.”
  - “The video was informative and well done.”

- “I was so very moved by the new video that was shown last night! Thank you for sharing your story. That couldn’t have been easy but please know that your story had a huge impact on all of us present last night—not only because of all of the obstacles which you were able to overcome with JFSA’s help, but also because of the example you set by paying it forward with your tremendous involvement and leadership in JFSA.”
- Gifts Generated Post Annual Meeting: JFSA received an unexpected gift of \$7,500 from a major donor immediately following the close of the meeting. The video also helped to finalize a major \$200,000 testimonial gift with another major donor. Both donors acknowledged the power of the donor stories profiled in the video.
- Public Awareness & Reach: As part of the agency’s communication and development strategy, each donor story is scheduled to be promoted throughout the year on our Facebook page and email newsletter with links to this video; in doing so, we will be able to easily obtain quantitative measures of public reach.

**Staff Involved:** Susan Bichsel, PhD., President & Chief Executive Officer; Anne Rosenberg, VP Marketing & Communication; Allison Retter, Marketing & Development Coordinator

**Contact:** Anne Rosenberg, VP Marketing & Communication, 216.504.6431, arosenbe@jfsa-cleveland.org

**Agency: Jewish Family & Community Services East Bay, Alameda & Contra Costa counties, California**

**Video Link:** <https://vimeo.com/142171403>

**Video Length:** 6:40

**Annual Budget:** \$6,579,050

**Description:** Highlighting stories from three of JFCS East Bay’s main programs—Early Childhood Mental Health, Refugee Resettlement, and Holocaust Survivor Services—this video premiered at the agency’s annual benefit in October 2015. The evening and the video also marked the launch of a new agency name and logo.

**Video Cost:** \$10,750 in agency funds.

**Outcomes:**

- Video has been viewed 1,007 times on Facebook.
- Video has been viewed 150 times on Vimeo.
- We have received extensive positive feedback about the video from community members, focusing on how well it captures the various aspects of our work.

**Staff Involved:** N/A

**Contact:** Holly Taines White, Director of Marketing & Grants, (510) 704-7480, ext. 765, hwhite@jfccs-eastbay.org



**Agency: Jewish Child and Family Service Winnipeg**

**Video Link:** <https://vimeo.com/145696867>

**Video Length:** 12:15

**Annual Budget:** \$3M

**Description:** The overarching goal of this video is to raise awareness about, and decrease the number of incidents of elder abuse. The video is used as a trigger for discussion to explore values and perceptions of elder abuse behaviors which will allow the community to learn about this difficult subject and give permission for seniors to express themselves. This video is geared for wide distribution in order to reach large audiences of all ages, including professionals, seniors and youth. There was also a facilitator’s guide that was produced to accompany the video. Both are available for download on the JCFS website and the Manitoba Network for the Prevention of Older Adult Abuse website for professionals and organizations to access for use in programming within their communities.

**Video Cost:** The video was supported through a federal grant received by JCFS and cost \$19,210 to produce.

**Outcomes:** As the video is very new, with our initial launch this past week; it is too soon to assess its potential impact. One immediate outcome was a client referral identifying financial abuse by a family member and discussions which arose out of the showing of the film.





**Staff Involved:** Margarita Iskijaev, BSW, MSW, Social Worker, Older Adult Services and Project Coordinator; Cheryl Hirsh Katz, BSW, MSW Manager of Adult Services; Einat Paz Keynan, BSW, MSW, Manager of Volunteer Services; Rena Elbaze, PHD, Director of Communications and Outreach.

**Contact:** Cheryl Hirsh Katz, Manager, Adult Services, 204-477-7430, [chirshkatz@jcfswinnipeg.org](mailto:chirshkatz@jcfswinnipeg.org)

**Agency: Jewish Family Service of Metrowest, MA**

**Video Link:** [https://www.youtube.com/watch?v=Axk9i4f4anY&feature=player\\_embedded](https://www.youtube.com/watch?v=Axk9i4f4anY&feature=player_embedded)

**Video Length:** 5:04

**Annual Budget:** \$2.5 million

**Description:** YouTube description: Published on May 4, 2015

When they got the diagnosis of advanced cancer, the hardest part was asking for help. JFS of Metrowest responded to this family in crisis with crucial emotional and financial support when they needed it the most. This is just one way JFS stands up for those left behind. Visit [www.JFSMW.org](http://www.JFSMW.org) to learn more.

The video exemplifies the case management and financial support of Jewish Family Service of Metrowest’s Family Assistance Program. Please see the attached PDF describing the services. The power of the video is the young father’s poignant and compelling narrative. Rarely has a video captured the male perspective and the difficulty in asking for and accepting community help. “Jeff” has had a powerful impact on staff, Board, community members and donors.

**Video Cost:** The video was a pro bono project of ThelmaWorld Productions, Jim and DonnaMarie Floyd, Producers and Directors

**Outcomes:**

- Positive audience reaction and response at various JFS community events. It has especially drawn responses from men who relate to Jeff.
- Strengthened partnership between JFS and Federation. Federation staff has used the video with its own constituents. The “raise its hands” tag is consistent with Federation’s branding of a larger Jewish Anti-Poverty initiative
- Video has been selectively used and of course linked to program data with important stakeholders and donors to show the importance of the family assistance services

**Staff Involved:** The program is in partnership with Combined Jewish Philanthropies.

**Contact:** Marc Jacobs, CEO, [mjacobs@jfsmw.org](mailto:mjacobs@jfsmw.org), 508 875-3100 x140

[Additional Programmatic Information](#)

[Additional Programmatic Information](#)



**Agency: Jewish Family & Children’s Service of Greater Mercer County**

**Video Link:** <https://youtu.be/sHu9uZqgyRs>

**Video Length:** 5:45

**Annual Budget:** \$2 Million

**Description:** Each year, JFCS of Greater Mercer County hosts a Gala as a way to increase unrestricted funds. There is a community honoree and corporate honoree chosen and videos are produced to take the place of lengthy speeches. The 2015 Illumination Ball honored the 30 Holocaust Survivors that JFCS provides services for. The video features the Survivors and their children, telling stories that some of their children have never heard. Though several hours of footage were shot, the video is 5:45 minutes long. Through video-storytelling crafted by Burke Wood of Burkewood Creative, the stories of the community honorees were shared with the audience. The Holocaust survivors shared trials and triumphs – and taught us to appreciate and live life. All of the Survivors featured in the video were in the audience when the video was shown at the Gala.

**Video Cost:** Production budget was \$3,500 and was paid for through donations from sponsors and an in-kind donation from the video production company, Burkewood Creative.

**Outcomes:**

- JFCS of Greater Mercer County increased awareness of individuals served through our work with Holocaust Survivors



- The video was shown at the February 28, 2015 Illumination Ball Gall at the Westin Princeton Forrestal Village. There were 550 people in attendance. These people represented a broad cross-section of all religions and races in the Princeton-Bucks community, not just the Jewish Community.
- The video has 80 organic views on YouTube; 936 organic page views on Facebook with 43 organic video views; 127 impressions on LinkedIn and the video is linked Pinterest Gala 2015 site. It also has a perma-link on the Agency website at [www.jfcsonline.org/stories](http://www.jfcsonline.org/stories)
- JFCS of Greater Mercer County was able to increase donations specifically for and related to Holocaust services.
  - Immediately after the video was shown at the 2015 Gala, the Gala chairperson rallied for a text-to-pledge campaign to begin. Donations to the agency, via cell phone, made throughout the night totaling \$5,000.
- The Holocaust Commission of New Jersey, Adam Immerwahr, Creative Director of Theater J in Washington, DC and Jewish Family & Children’s Service of Greater Mercer County are undertaking an exciting new initiative in conjunction with the Passage Theatre Company in Trenton, NJ. A unique professional play is being developed with the genesis being born from the Holocaust Survivor video. The play will tell the stories of Holocaust survivors in our community, based on first person interviews. These life-changing stories of strength, persecution and perseverance will now be brought to the stage and will be presented to public and private schools across central New Jersey. As many of our Survivors suffered through these horrific experiences while teenagers, we will target students of a similar age group to view this play.
  - Currently, the production has 8 bookings.

**Staff Involved:** Over 30 staff members from community and senior services

**Contact:** Linda Meisel, 609-987-8100 x106; [lindam@jfcsonline.org](mailto:lindam@jfcsonline.org)

**Agency: Jewish Family and Children’s Services of San Francisco, the Peninsula, Marin and Sonoma Counties**

**Video Link:** <http://jfcs-holocaustcenter.org/diary-rywka-lipszyc/>

**Video Length:** 3:00

**Annual Budget:** \$32,389,096

**Description:** This video was created to promote the story of Rywka Lipszyc with the goal of inspiring moral courage and social responsibility in the future through Holocaust education. The JFCS Holocaust Center originally published The Diary of Rywka Lipszyc, a newly discovered diary which came to light after more than 70 years. From October 1943 through April 1944, 14-year old Lodz ghetto inhabitant Rywka Lipszyc recorded her thoughts, struggles, and hope for the future in her diary. It is an astonishing historical document and a moving tribute to the many ordinary people whose lives were forever altered by the Holocaust. Accompanied by rich background materials, the book is becoming an important source of inspiration for students of the Holocaust around the world.



**Jewish Family and Children’s Services**  
of San Francisco, the Peninsula, Marin and Sonoma Counties

The video’s purpose was to greatly expand the visibility of the diary to the general public and to drive participation from teachers and students in learning about the Holocaust. The JFCS Holocaust Center has designed a full curriculum based around this remarkable diary text. Teaching with Rywka’s Diary offers students today a unique window into a personal experience of the Holocaust. At the same time, it addresses larger themes such as racism, ghetto life, dehumanization, and resistance.

**Video Cost:** This video is a shortened version of a video produced to honor Rywka’s family at the JFCS’ annual Fammy Awards Gala in 2014. The longer version was screened at our gala, but to date has not been distributed more widely or made public. The shorter version that we are submitting for the AJFCA award has been used as a promotional tool to spread the word about the book and drive participation from schools. Combined production cost for both versions of the Rywka video was \$20,000. This project is supported by the Conference on Jewish Material Claims Against Germany (Claims Conference) and the Jewish Community Federation Holocaust Memorial/Education Fund. It was also supported by the many “Fammy Awards” Gala 2014 sponsors. (A full sponsor list follows at the end of this document.)

**Outcomes:**

- Able to get book published commercially and build a wide scale, international audience: While JFCS published the first edition of The Diary of Rywka Lipszyc in 2014 on a very small scale, we are not a publishing house with

the ability to market or distribute worldwide. However, we knew this story merited an international audience and we sought a real publisher to help us.

- The video was instrumental in getting the book published. We shared it with influencers who were quickly able to see the huge impact this book could have. We were thrilled when renowned publishers HarperCollins offered to publish it.
- The book was released as Rywka's Diary in the U.S. in September 2015 and has also been translated and published around the globe in Canada, France, Spain, Portugal, Brazil, China, Finland, Germany, Italy, the Czech Republic, and Slovenia. (Editions to be published in Israel and Poland are pending.) In France, the paperback version has been published by Livre de Poche and is being sold side by side with The Diary of Anne Frank.
- There have been nearly 900 unique views of the video, which we know come primarily from the media, people in the publishing sector, and educators. We also know the video has been shown to large audiences and we have also shared DVDs of the video with many educators.
- Increase engagement among program participants studying the diary:
  - Ultimately, tens of thousands of readers are now receiving Holocaust education by reading the commercially published version of the book. The video has been a strong communication tool for educators to inspire more students to read the diary. The lessons around reading of the diary spur discussions of moral courage, social responsibility, and empathy.
  - "The Diary of Rywka Lipszyc" curriculum created by the JFCS Holocaust Center includes the video and repeatedly asks students to brainstorm examples of injustice from their own lives and to propose ways to combat or resist wrongdoing. 28 educators registered for "The Diary of Rywka Lipszyc: Through the Lens of Faith" workshop. They represented 18 different public, independent, Jewish, and Catholic schools in Bay Area rural, suburban, and urban communities. The educators reach over 2,000 students per year, from kindergarten to high school. In 2015, approximately 2200 students read the diary and studied the curriculum developed by JFCS Holocaust Center staff and that number will reach 5,000 by the end of 2016. This is just the beginning of the impact we can measure from this educational project.
- Amplify understanding and appreciation of the core principles of the JFCS Holocaust Center. The mission of the JFCS Holocaust Center is to promote respect, tolerance, and justice for all faiths, ethnicities and genders. Rywka's diary differs from other youth diaries of the Holocaust era in the attention it devotes to matters of faith. In her entries, Rywka tends to shy away from describing her daily struggles with hunger and exhaustion, focusing instead on the comfort she finds in religious study and practice. The dual function of the video as a 'leave-behind' for educators and community members and as an accessible introduction of the text to be studied to program participants has greatly enhanced the impact of the educational goals of the JFCS Holocaust Center.

**Staff Involved:** Morgan Blum-Schneider, Director of Education, JFCS Holocaust Center; Yedida Kanfer, Coordinator of Education Services, JFCS Holocaust Center; Nina Grotch, Manager of Community Education, JFCS Holocaust Center; Christine Coleman, Director of Marketing and Communications (production, video project)

**Contact:** Janice Prudhomme, Development Associate, (415) 449-1206 or [janicep@jfcs.org](mailto:janicep@jfcs.org)

**Agency: Jewish Family & Child Service (Portland, OR)**

**Video Link:** <http://jfcs-portland.org/about-us/>

**Video Length:** 8:22

**Annual Budget:** \$1,632,000

**Description:** Each May, JFCS-Portland hosts Celebrating Our Caring Community, a fundraising luncheon that accounts for roughly one-third of our annual contributed revenue goal. JFCS produces a video each year to inspire the 350 attendees, encouraging them to open their hearts and their wallets to support crucial social services.

We begin by strategizing on the overall concept for the look and theme of that year's film.

Next, we consult with Ken Klein, a local Jewish screenwriter and videographer who we work with regularly, on how we can best depict those ideas. The next step is to recruit clients, staff, volunteers, and others who are willing to share relevant experiences. After shooting 10 or so hours of footage, Ken artfully weaves them into a compelling 8-minute film.



The video allows us to distill—into one captivating narrative—the many stories about how our programs have changed the lives of Holocaust survivors, needy families, and other at-risk Portlanders.

**Video Cost:** \$1,850.00 (This expense was part of the total event budget.)

**Outcomes:**

- **Fundraising:** The video has served as an effective fundraising tool, enabling us to bring in \$55,000 in donations at the luncheon itself. We use it in other development settings as well, including screening the film for potential donors to augment our conversations. The video allows us to advance our mission by communicating and personalizing the stories of our clients, staff, and volunteers. Donors (and others) tend to act on behalf of a cause only when they feel an emotional connection.
- **Public Awareness:** The video provides a concise way to tell the JFCS story to the general public—who we are, what we do, and why we do it. We use it in a variety of public outreach settings. It’s available through our website ([www.jfcs-portland.org](http://www.jfcs-portland.org)) and email newsletters, and we link to it from Facebook. We also screen it at volunteer orientations, presentations for colleagues, and other events.
- **Overall Credibility:** Until two years ago, JFCS had little program and fundraising collateral. Having a high-caliber, professionally produced video has helped boost our esteem in the eyes of our donors, colleagues, and others. And last but not least, having an agency video that we are proud of enables JFCS to enter this AJFCA competition—through which we hope to reach an even larger constituency!

**Staff Involved:** Carrie Hoops, Executive Director; Carrie Kaufman, Development & Volunteers

**Contact:** Marty Michaels, Grants Manager; [martymichaels@jfcs-portland.org](mailto:martymichaels@jfcs-portland.org) ; (503) 226-7079, ext. 117

**Agency: Alpert Jewish Family & Children’s Service – West Palm Beach, FL**

**Video Link:** <http://www.ljrfs.com/Video>

**Video Length:** 8:22

**Annual Budget:** \$11 million

**Description:** The supported, independent living program at the Levine Jewish Residential & Family

Service is one of the nation’s premier programs of its kind. The challenge behind the program is that it needs to be marketed to a national/international audience as the marketing objective is to attract individuals 21 years of age and older with varying degrees of disabilities. The purpose of this video is to allow prospective families and individuals who are interested to be able to see what “a day in the life of a resident” looks like. Not everyone can travel to Palm Beach County to see the program, so the video must capture interest, show the relevance, excellence and importance of the program, and create a desire to take the next step in becoming a resident at our Apartment Program.

Each resident lives in a spacious, one or two-bedroom apartment in an elegant, tropical apartment community complete with swimming pools, tennis courts, and state-of-the-art amenities. Residents have individualized care plans encompassing areas including nutrition, exercise, vocational goals, medical and psychiatric needs, in-home supports, finances, and interpersonal goals. Residents have a primary care coordinator working with them to establish and successfully implement the individualized care plan.

**Video Cost:** \$1500

**Outcomes:**

- **Increase Brand Awareness and Program Familiarity:** Utilizing mass-channel distribution (website, YouTube, email marketing, physical mailers, distributing to parents within the program) we are evaluating the brand awareness increase through analytics and metrics. We can track “views,” website utilization, open-rates and responses.
- **Increased Program Referrals:** The ultimate goal of the video is to drive traffic and prospective residents to visit the program and convert them to clients/residents. Evaluation is measured by increase in visits and new residents.
- **Increased Referrals/Participation to LifePlanning Program:** Not everyone is an appropriate fit for the residential program. Our LifePlanning Program for Persons with Disabilities is a wonderful complement to the residential program and a service to help families who have a loved one with a disability plan for their future. We can evaluate an increase in LifePlanning participants as a result of calls/inquiries from the video that translated into LifePlanning referrals.



**Staff Involved:** Jenni Frumer, CEO; Elaine Rotenberg, Clinical Director; Elyse Jacobson, Chief Program Officer; Derek Hurwitch, Sr. Director, Marketing & Communications; Andrea Cohan, Residential Admissions Director; Ralph Pittman, Residential Activity Specialist

**Contact:** Derek Hurwitch, Sr. Director, Marketing & Communications; dhurwitch@jfcsonline.com, 561-238-0286