

2022

PERFORMANCE and QUALITY IMPROVEMENT REPORT



Supporting Families & Seniors.
Alleviating Hunger.
Improving Mental Health.

Since 1871

Inspired by the Jewish tradition to make the world a better place, JFS helps and supports people in need to meet their challenges.

JFS (Jewish Family Services), previously Jewish Family and Children's Service, was founded in 1871 when the St. Louis Jewish community came together to raise relief funds and support those affected by the Great Chicago Fire. JFS has evolved over the years to respond to a variety of community needs including immigration, adoption, food security, mental health, and child abuse prevention. JFS continues to support families and seniors, alleviate hunger, and improve mental health for all St. Louisans.

Vision

All people in the greater St. Louis area will be healthy and productive.

JFS UNDERSTANDS people and families holistically and provides comprehensive services – through multiple points of entry – to effectively address the complex needs of individuals and families. Services are provided at reduced cost or free of charge to make high-quality care accessible to all.

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Letter from the CEO

Dear JFS Friends,

For many in our community, 2022 did not feel like a return to normal. The longstanding effects of COVID-19 continued to create obstacles for many families and individuals challenged by skyrocketing grocery costs, rising rent and utilities, deferred medical care, and social isolation. The support received from JFS remained a lifeline for many of our neighbors.

The Harvey Kornblum Jewish Food Pantry experienced an upsurge in clients due to the rising cost of groceries and essentials. With the support of nearly 400 volunteers, the Pantry served 19,621 individuals – a 30% increase from the prior year.

JFS was one of 13 organizations chosen by United Way of Greater St. Louis to pilot the United for Families (UFF) Program, designed to support families on their path to stability and self-sufficiency. As a result, JFS established a dedicated UFF Case Manager to help families increase financial security and ensure their kids maintain stability in the familiarity of their current school.

Additionally, JFS took steps in 2022 to review and expand our benefits offerings to attract and retain high-quality employees. The new, short-term disability benefit provides income protection and peace of mind to employees who are unable to work due to a covered injury or health condition, so they can focus on recovery.

Despite the obstacles our community faced in 2022, we continued to push our mission forward to empower our community to thrive. Together, we ensure all of us have the support we need to live vibrant, productive lives.

Gratefully,



A handwritten signature in black ink, appearing to read 'Miriam Seidenfeld'. The signature is fluid and cursive, with a long horizontal stroke at the beginning.

Miriam Seidenfeld
Chief Executive Officer

Supporting Families & Seniors

Child Abuse Prevention Program (CAPP)

JFS' trained specialists collaborate with more than 150 schools across St. Louis to educate children, caregivers, and teachers about body safety, the warning signs of child abuse, and safe internet skills, using developmentally appropriate and empowering activities. Though the primary goal of the CAPP program is prevention, presentations also teach children who have seen or experienced abuse the importance of reporting the incident to a trusted adult, leading to treatment and healing.

CAPP	2022	2021	2020
Number Served	34,814	30,024	20,541
Immediate Knowledge Gained	23%	33%	32%
Retention of Knowledge	89%	91%	81%
Client Satisfaction	100%	99%	100%

*Please see 2020 PQI report for data reporting changes.

Accomplishments

The CAPP Team launched a Train the Presenter model, which instructs facilitators to provide CAPP presentations at their schools and organizations. In 2022, the CAPP Team trained nine staff members from Ritenour School District to facilitate CAPP elementary school presentations. This resulted in more than 4,000 additional students receiving CAPP education.

Additionally, JFS launched the first ever CAPP website portal for caregivers and facilitators. Through the portal, individuals can access developmentally appropriate resources, including scripts, surveys, and interactive videos, to help children practice safety skills in the classroom and at home.

Challenges

CAPP salaries are at market range, which still challenges our ability to recruit qualified candidates who have a college degree. The hourly CAPP salary range was recently raised to \$18.00 – \$21.00/hour.

Initiatives

Following the success of 2022, the CAPP Manager will continue to train facilitators in St. Louis City and County schools using the Train the Presenter model. As a result, CAPP will increase the number of students we are able to reach during the 2023-2024 school year and the program's impact.

JFS is applying for a grant to add subtitles to all new CAPP videos to increase accessibility for children with hearing impairments and those who are second language learners.

Our team is in the process of creating curricula for middle and high school students, so that we can train facilitators to provide CAPP education to those grade levels.

Financial Assistance

Multiple funds are available to assist individuals and families who are experiencing financial challenges. Assistance is available for rent and mortgage, utility bills, medical expenses, and other items that assist with education and employment advancement. Financial assistance clients are also connected to a variety of community and government resources and provided with financial education to increase financial security.

Financial Assistance	2022	2021	2020
Number Served	147	110	201
Stable Housing	85%	71%	99%
Self-Sufficiency	47%	63%	32%
Linked to Services	96%	76%	63%
Amount of Funds Distributed	\$177,221	\$171,766	\$160,006

Accomplishments

In 2022, the JFS Financial Assistance Case Management Program provided support to 147 households located in 46 different zip codes across the St. Louis region. Eighty-seven percent (87%) received both case management and financial assistance.

JFS was one of 13 organizations chosen by United Way of Greater St. Louis to participate in the United for Families (UFF) Program. As a result, JFS established a UFF Case Manager position within the organization to oversee the program and support families on their path to stability across all areas of life – finances, employment, and education for children. This support allows JFS to expand our financial support beyond the Jewish community and to Black, Indigenous, and communities of color, as specified in the grant.

JFS also received a \$25,000 Federal grant from the Emergency Food and Shelter Program (EFSP) to expand our financial support for rent, mortgage, and utility bill payments beyond the Jewish community.

Initiatives

Affordable housing continues to be the largest obstacle for families with low incomes and older adults living on fixed incomes. Sixty-three percent (64%) of all financial assistance provided to clients in 2022 was for housing and utility payments. Through the United Way's UFF emergency hardship fund and the EFSP, JFS can provide urgent funding to individuals facing eviction.

We are continuing our efforts to coordinate the needs of all JFS clients using a case management model. In 2022, we documented processes and better trained staff to assist clients who contacted JFS regarding their financial needs. We stopped using the terms "Financial Assistance Program," "Financial Assistance Case Manager" and "Financial Assistance Client." Instead, we have "Case Management Services" and "Case Management Clients," who might be eligible for financial assistance as one of the many services or resources we can provide.

Financial Assistance Distribution



◀	Rent/Mortgage	34%
◀	Utilities	30%
◀	Education	17%
◀	Medical Expenses	13%
◀	Other	6%

Older Adult Services

JFS Older Adult Services provide a continuum of care to help older adults age safely in place. JFS case managers collaborate with clients to develop and manage individualized care plans that support continued independence and safety in the client's desired living environment. The JFS Older Adult Services Team provides resources and program referrals, subsidized in-home support services, falls and hospital re-admission prevention, counseling, and friendly visits as needed.

ElderLink	2022	2021	2020
Number Served (unduplicated)	647	678	1,169
Number of Calls (duplicated)	1,445	1,273	1,795
Successful Referrals	90%	90%	94%

In-Home Services	2022	2021	2020
Number Served	88	146	157
Maintained or Improved Quality of Life	77%	76%	84%
Client Satisfaction	94%	100%	92%

Chaplaincy	2022	2021	2020
Number Served	217	103	92

St. Louis NORC	2022	2021	2020
Number of NORC members* (unduplicated)	520	563	588

*Includes individuals who submit an annual membership fee that ranges from \$25- \$50 per year.

Accomplishments

Chaplaincy visits are starting to increase back toward pre-COVID levels.

To ensure that all older adult services staff are using the same effective organizational and client data systems and processes, a universal case management model was implemented across the department, completing a transition initiated in 2020. Implementation included developing a holistic and standardized case management assessment and workflow in our electronic client data/management system (ETO). This uniform approach efficiently connects clients to internal and external resources that support overall wellness and address the complex needs of older adults.

In 2022, renewed three-year funding was secured from the Charless Foundation and St. Louis City Senior Fund for homemaker services to St. Louis City residents, 50% of whom live below the Economic Security Threshold. We also welcomed new funding from Women's Auxiliary Foundation for Jewish Aged and the Lubin-Green Foundation -- supporting foundations of the Jewish Federation of St. Louis -- to further expand access to homemaker services.

Challenges

During 2022, the older adult services department faced a staffing shortage that made it difficult for the department to take on additional clients. Therefore, the number of in-home services clients served was lower in 2022. To address the local and national shortage of social workers, a variety of recruitment techniques were utilized to encourage qualified applicants, including professional networking and the placement of staff openings on social work career boards. Older adult services will continue these successful practices, including fostering relationships with local universities that offer social work programs, to increase awareness about career opportunities at JFS.

Additionally, the cost of homemaker services drastically increased in 2022, resulting in contracted agencies requesting an increase in rates. These rising costs could impact the subsidized homemaker service hours JFS is able to provide individual clients -- or reduce the number of clients we are able to serve. As a result, older adult services is exploring additional funding sources to keep up with rising costs.

Initiatives

The Older adult services team began working with the JFS Communications Coordinator to develop a social media and publicity strategy to promote ElderLink and St. Louis NORC. The purpose of this initiative is to more broadly educate our community about services available to older adults and their caregivers and to increase St. Louis NORC membership.

St. Louis NORC is increasing outreach to neighborhood associations and apartment complexes to recruit volunteers to provide minor home repairs and technology assistance to NORC members. The goal is to increase the roster of vetted volunteers to be able to extend this benefit to Friends of NORC. These are older adults who live outside of the defined NORC geographic area, and who currently do not receive volunteer services.

The older adult services team cross-trained on all older adult services and programs to promote flexibility and stability across the department. The St. Louis NORC staff also received training and supervision on case management skills.

Alleviating Hunger

Harvey Kornblum Jewish Food Pantry

The Harvey Kornblum Jewish Food Pantry is the largest food pantry in the St. Louis region, providing fresh and nutritious food to more than 15,000 individuals each year.

Food Pantry	2022	2021	2020
Number Served	19,621	15,113	21,543
Food Received Provided Households with at Least 10 Days of Food	86%	89%	85%

Accomplishments

In 2022, the Harvey Kornblum Jewish Food Pantry served more than 19,000 guests from 76 different zip codes in St. Louis. Inflation affected the price of fuel, utilities, and groceries, which increased the number of people who struggled to pay for necessities like food. The average number of new families who received support from the Pantry continued to rise throughout the year, with an average of 197 new families each month. Additionally, eighty-four percent (84%) of all pantry households served in 2022 lived below the federal poverty level.

Challenges

Despite gasoline prices stabilizing towards the end of 2022, grocery costs, utility bills, rent, and mortgages all soared due to rising inflation. As a result, a rising number of individuals are still facing food insecurity, as well as financial instability. To meet the growing demand for support, the Harvey Kornblum Jewish Food Pantry staff continued to seek out partnerships with local organizations and suppliers that can provide surplus or bulk food items. This has been challenging since these organizations and suppliers are being approached by other food banks and pantries as well.

Initiatives

In July 2022, JFS conducted a comprehensive audit of the Harvey Kornblum Jewish Food Pantry's services and operations. The resulting analysis highlighted opportunities to reintegrate the Client Choice model, in which guests shop for themselves and select foods according to their family's unique preferences, nutritional needs, and dietary requirements.

The 2022 Pantry Audit featured a survey that gathered valuable feedback from more than 500 pantry guests. The information received will help guide changes to the Pantry's services, including investment in technology to improve efficiency and further support the needs of pantry guests.

Improving Mental Health

JFS offers a range of clinical services to address the unique mental health needs of children, adolescents, adults, and seniors in our community.

Counseling

Our team of office- and school-based licensed and professional clinicians help our clients adjust to life's challenges and changes and improve their quality of life. School-based counselors work with students individually and in group settings in school districts across St. Louis County to address a wide range of challenges, including anxiety, depression, life changes, traumas, and their associated behavioral symptoms. JFS also offers pre-kindergarten developmental screenings, so all children get started on a path of healthy development.

Adult Counseling	2022	2021	2020
Number Served	98	102	154
Maintained/Improved Quality of Life	62%	60%	73%
Client Satisfaction	93%	86%	100%

Individual & Family Therapy	2022	2021	2020
Number Served	102	74	113
Clients Saw a Positive Change in their Symptoms	90%	79%	48%
Client Satisfaction	90%	86%	100%

School-Based Services	2022	2021	2020
Number Served	334	145	320
Students Maintained/Improved Level of Functioning	81%	82.8%	68%
Client Satisfaction	98%	N/A	98%

Learning and Behavioral Diagnostic Center

JFS' Learning and Behavioral Diagnostic Center provides in-depth and age-appropriate evaluations to assess a child's emotional, social, and educational development. Parents leave with a comprehensive understanding of their child's developmental strengths and challenges and are better prepared to meet their child's unique emotional needs and access appropriate educational and mental health services.

Learning and Behavioral Diagnostic Center	2022	2021	2020
Number Served	160	127	139
Caregivers Increased Knowledge of Child's Presenting Concern	84%	84%	91%*

*The Parent Knowledge Scale measures parents' self-reported increased understanding of their child's presenting concern. The Parent Knowledge Scale is conducted at the initial assessment and a follow-up survey is conducted three months following the evaluation report. An increase in score demonstrates knowledge gained.

Outpatient Child and Adolescent Psychiatry

JFS provides no-cost diagnosis and medication management for school-aged children and adolescents.

Outpatient Child and Adolescent Psychiatry	2022	2021	2020
Number Served	245	270	288
Client Improved Level of Functioning	78%	36%	30%
Client Satisfaction	86%	70%	94%

Accomplishments

In 2022, more than 900 clients received JFS clinical services, successfully returning to pre-pandemic client service numbers. This is due in part to a fully staffed Clinical Services team and because our school-based therapists returned to providing small group services -- while continuing to abide by COVID-19 safety precautions -- which further increased our impact.

Challenges

The department does not have a universal process for gathering, analyzing and reporting client feedback. Each clinical services team has a different method for receiving client feedback. While each unique service (counseling, diagnostic testing and psychiatry) has effective client feedback and analysis processes, there is an opportunity to develop a standardized client feedback process to more effectively document, analyze and respond to client feedback as a cohesive department.

This past year, due to ongoing COVID-19 safety restrictions in schools, school-based therapists were still not able to provide large-group therapeutic and psychoeducation services. Our team was able to meet with smaller groups of students in larger rooms to facilitate social distancing. While this new practice allowed our team to reach more students than the previous year, we are still unable to reestablish larger group services that ultimately allow us to impact all students who are struggling with social development and mental health challenges.

Initiatives

The JFS Clinical Services Team previously received funding to train staff on Dialectical Behavior Therapy (DBT) and Parent-Child Interaction Therapy (PCIT) practices. While this opens the door to provide these additional services to our community, it also requires us to assess our building's physical capacity to provide these services. In 2023, we will conduct a facilities assessment in conjunction with our strategic plan.

The clinical services director is developing a universal and ongoing cultural competency training plan so clinical staff can better understand how clients' culture, race, and/or ethnicity influences their mental health and treatment options. Continuous training will give staff the tools to support our diverse JFS client population and connect them with appropriate resources.

Throughout 2022, we received an influx of requests for therapeutic and psychoeducational groups, including groups for grief management, anxiety, social interaction, and general support. Given that therapeutic and psychoeducational groups can act as a support network and sounding board for many clients, JFS is exploring the possibility of offering therapeutic and psychoeducational groups to our community.

Organizational Support

Administration/Operations

Accreditation

JFS maintained accreditation by the Council on Accreditation (COA). The benchmark report provided by COA for 2022 showed JFS over-performing in the areas of financial health and risk management. JFS will continue to follow the maintenance schedule for COA accreditation reporting. Our current COA accreditation expires in December 2024. We will start the reaccreditation process in 2023.

Diversity, Equity, and Inclusion

JFS cultivates and prioritizes diversity, equity, and inclusion (DEI) at all levels throughout the organization. JFS Board Members set organizational policy, which effectively prioritizes, authorizes, and mandates DEI efforts for the board, staff, volunteers, and clients.

Our JFS strategy has been guided since 2019 by the Forward through Ferguson Sustainable Equity Development Goals. JFS has adapted the Sustainable Equity Goals strategy for our own purposes to include: prioritizing DEI efforts; funding our DEI efforts; reforming JFS recruitment, hiring, and retention practices; and ensuring equitable client outcomes.

The JFS Board of Directors has made progress during the past few years to diversify the board and reach targeted DEI goals. The JFS board changed the bylaws in 2021 to, among other things, add a permanent Leadership Committee responsible for recruiting, nominating, selecting, and on-boarding board members. A board matrix is now used to identify board needs and to identify a more diverse pool of candidates who meet the board's needs (finance, marketing, fundraising, etc.). This has led to more nominations of candidates of diverse backgrounds.

In 2022, fifteen percent (15%) of our board members were people of color. Additionally, 20% of our board members were under the age of 40, just short of our goal of 25%.

All staff completed an initial four-hour DEI training to socialize language and provide a framework for more in-depth conversation, training, and establishment of DEI outcomes metrics.

Increased funds in the 2022 JFS budget were used for planned DEI initiatives, including staff training, a Washington University Evaluation study of our clinical services measurement tools and outcome measures, and ETO client database development. The database is now set up to more easily collect data and collate client outcomes indicating staff performance toward equitable client goal achievement.

Strategic Planning

JFS began the implementation of prioritized strategic initiatives of our rolling strategic plan, focused on four strategic priorities, which build upon organizational strengths, address current challenges, and support maximizing the organization's impact while ensuring its long-term fiscal viability:

Priority 1: Systematic Review of New and Existing Programs to Support Smart Growth and Sunset Unsustainable Programs, if applicable (Programs); Priority 2: Enhance Long-Term Financial Sustainability of JFS through Diversified and Enhanced Funding Sources (Finances); Priority 3: Ensure Our Infrastructure is Commensurate with Our Programmatic Needs (Infrastructure); Priority 4: Expand our Champions (People)

Technology

Consulting partners Mission Matters and Omega316 conducted a comprehensive JFS technology audit over this past year, focusing on assessment of existing systems and cyber-security. Favorable findings from this audit included a healthy organizational culture and mindset about cyber-security and identification of several preventative practices in place that precluded the need for a more extensive audit process.

Actionable recommendations identified by this audit include transitioning software to a cloud-based model whenever and wherever possible, procurement of cyber-security insurance, expansion of proactive security monitoring, and the exploration of an internal IT position within the organization.

Development

In 2022 individual giving decreased by 12% over the prior year, 2021 which was disproportionately high due to COVID-related contributions. 2022 individual giving was the same as 2019.

In 2022 the number of individual donors decreased by 7% over the prior year, also disproportionately high due to COVID-related contributions. In 2022 the number of individual donors increased by 44% from 2019.

We attracted 457 new donors in 2022, which is similar to the number of new donors in 2021. In 2019, we had 299 new donors.

Individual Giving	2022	2021	2020
Total Amount	\$2,711,753.98	\$1,646,966.84	\$2,880,586.78

New Individual Donors	2022	2021	2020
Total Amount	457	474	832

Accomplishments

JFS' bi-annual fundraiser, Party for the Pantry, successfully engaged a new and younger group of attendees to learn more about JFS and the Harvey Kornblum Jewish Food Pantry. Twelve percent (12%) of attendees were under the age of fifty.

Our 2022 year-end appeal was particularly successful due to effective communication and community understanding of the factors leading to high levels of food insecurity. We expanded the appeal to include donors who had given in the past three years and included those who have given as recently as 6 months ago (we typically don't solicit donors twice in one year).

In 2022, JFS received \$110,000 in tributes from 1,655 donors and in 2021 JFS received \$180,000 in tributes from 1,733 donors. In 2019, JFS received \$73,000 in tributes from 1,427 donors.

Corporate and foundation giving increased by 14% from 2021 to \$2.4 million.

Our overall average donor gift size, excluding bequests, increased to approximately \$1,300.

We received four planned gifts totaling \$1.2 million. All planned gifts were transferred to JFS' endowment. The endowment balance is approximately \$10.3 million at year end.

A new \$50,000 endowment fund was established.

JFS applied for and was awarded a new three-year contract with the St. Louis County Children's Service Fund in the amount of \$5M, which is a 22% increase from the prior contract period.

Challenges

JFS still has an open Development Director position. To temporarily compensate, we have successfully utilized external consultants to assist with various fundraising assignments.

JFS is working to increase the number of new donors.

Initiatives

Aligning with our strategic plan, JFS initiated a planning process in 2022 to prepare to develop and launch a Planned Giving program in 2023. The purpose of the program is to position JFS to promote and encourage future planned gifts. The initial steps of the planning process will include distribution of a request for proposals (RFP) to qualified fundraising consultants to assist JFS to develop and initiate a Planned Giving program by late fall 2023.

Finance

The JFS Finance Department maintains the organization's fiscal accounting, planning, and record-keeping functions. The finance team develops and manages budgets, monitors the flow of funds, and provides financial analysis to the CEO and the board of directors.

Spending Distribution	2022	2021	2020
Total Revenue	\$4.8M	\$6.7M	\$7.4M
Total Expenses	\$5.8M	\$5.1M	\$4.8M
Programs	79%	77%	81%
Management	14%	13%	11%
Fundraising	6%	10%	8%

* The reduction in revenue for 2022 is primarily due to investment performance, which took a loss of \$1.9M.

The chart above illustrates JFS' commitment to spending funds to provide quality community programs and services. The reduction in revenue for 2022 is primarily due to investment performance.

The programmatic spending and increase in management expenses in 2019 reflect changes in Financial Accounting Standards Board (FASB) industry-wide guidelines. The new guidelines standardized the allocation method of expenses among programs and supporting services.

In 2022, management expenses remained consistent. Fundraising expenses decreased due to the smaller scale of the annual fundraising event -- in comparison to the prior year -- and because the Chief Development Officer and Development Associate positions remained unfilled.

Accomplishments

In 2022 JFS exceeded its contributed income goal by \$460K, primarily due to an increase in foundation giving.

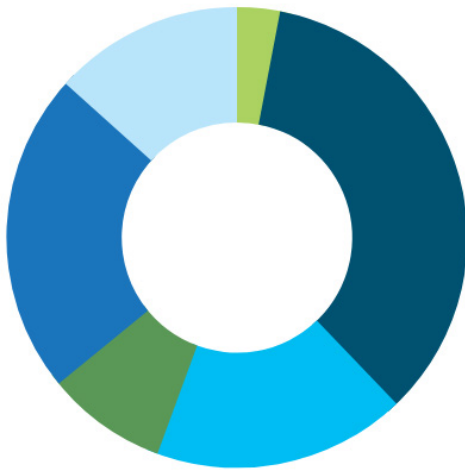
JFS received \$900,000 to establish three endowment funds, which benefit financial assistance and food pantry clients.

Armanino, LLC performed an audit of the Agency's financial records for the year ending December 31, 2021. The auditors expressed an unqualified opinion on those audited financial statements. Additionally, Armanino, LLC performed an audit of the JFS Neighborhood Assistance Program and expressed that, in all material respects, JFS presented fairly the receipts and disbursements of NAP Project 2019-112531 for the project period of January 2019 through December 2021. Armanino, LLC, also performed an A-133 audit of the Agency's Harvey Kornblum Jewish Food Pantry, as USDA deliveries of food exceeded \$500,000 in value. The independent auditor stated that JFS complied, in all material respects, with the types of compliance requirements that could have a direct and material effect on its major Federal programs for the year ended December 31, 2021.

Initiatives

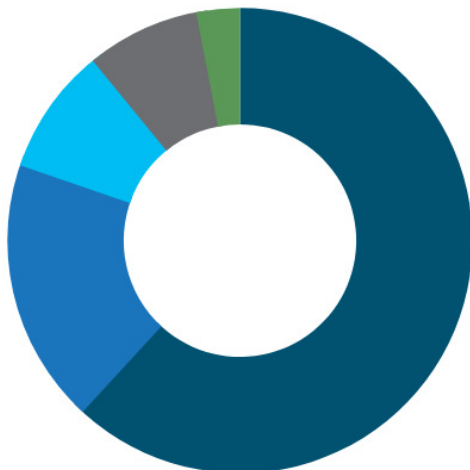
In 2022, JFS hired a new Chief Financial Officer (CFO), who is working with the former CFO to transition all key responsibilities and learn JFS' policies and protocol.

2022 Revenue over Expenses



Revenue

◀ Contributed Income	\$2,290,167	35%
◀ Tax Credits & Gov't Grants	\$1,485,936	23%
◀ Jewish Federation of St. Louis	\$1,169,487	18%
◀ Other	\$877,627	13%
◀ United Way of Greater St. Louis	\$555,739	8%
◀ Earned Income	\$197,344	3%
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TOTAL	\$6,576,300	



Expenses

◀ Salaries & Benefits	\$3,525,993	62%
◀ Programs	\$1,050,598	18%
◀ Other	\$504,274	9%
◀ Occupancy	\$450,252	8%
◀ Financial Assistance	\$172,142	3%
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TOTAL	\$5,703,259	

Human Resources

Accomplishments

Despite staff recruitment and retention challenges in 2020 and 2021, 24 new staff members were onboarded in 2022, including a Chief Financial Officer and JFS' first Chief Operating Officer. JFS recruited two high-performing pantry drivers by increasing entry-level salaries and retained the third driver by increasing his title, responsibilities, and salary to a commensurate level.

All staff completed an initial four-hour DEI training to socialize language and provide a framework for more in-depth conversation, training and establishment of DEI outcomes metrics. We broadened our job posting sites to include websites and periodicals established by and traditionally viewed by immigrants, Spanish-speaking people, People of Color, and other minority groups.

A Benefits Task Force was convened mid-year to review JFS' benefits offerings to strategize new approaches to attracting high-quality candidates. JFS added a short-term disability plan for full-time employees. Short-term disability provides income protection and peace of mind, so employees can focus on recovery.

JFS eased COVID-19 precautions for staff in 2022. Temperature checks upon arrival and masks are no longer required, unless a client or coworker requests that a staff member wear a mask. Additionally, JFS returned to in-person all staff meetings in 2022, which encouraged engagement and participation.

Challenges

Currently, JFS covers most of the cost for individual employee healthcare coverage, while additional benefits, such as medical coverage for dependents, remain the responsibility of the employee. In 2022, due to the ever-increasing cost of healthcare, JFS began working with a broker to explore options that would make medical coverage for dependents more affordable.

Initiatives

The JFS HR Generalist is implementing an electronic performance review system in ADP to replace the manual, paper-based process.

Incidents

In 2022, the number of incidents remained steady.

Code	2022	2021	2020	2019
Clinical - Hospitalizations	0	1	3	3
Clinical - Hotline	2	3	1	7
Clinical - Other	2	0	1	4
Client - Non-Clinical	3	4	0	4
Staff - Non-Clinical	3	2	3	3
Volunteer- Non-Clinical	2	1	2	4
Total	12	11	10	25

Workers' Compensation Claims

Workers' Compensation Claims	2022	2021	2020	2019
Total	1	0	1	1

Marketing

Accomplishments

In 2022, JFS developed a Communications and Marketing dashboard to track key performance indicators for social media, email, and the website. This dashboard will allow JFS to measure community engagement and content performance, track progress towards our goals, and ultimately inform JFS' ongoing communications.

Opportunities

JFS has an opportunity to utilize email marketing functions, including A/B testing, call-to-action buttons, and visual content to create more engaging emails that increase email open rates and click-through rates.

JFS does not yet have social media guidelines for each of its platforms, including Facebook, Twitter, and LinkedIn. As a result, messaging has remained the same across all platforms, despite different audiences. There is tremendous opportunity to tailor content across platforms, to maximize engagement and increase our audience.

Initiatives

In order to leverage JFS' voice in the greater St. Louis community, we are building a media directory with the purpose of establishing relationships with reporters across the region and identifying opportunities to promote our services and expertise within the community. These efforts will increase awareness of JFS as a community leader in the greater St. Louis community and directly promote our services.

As outlined in the JFS communications plan, messaging for social media will be shifted to match the goal of each platform, including engaging potential employees and supporters on LinkedIn, connecting potential volunteers to opportunities on Facebook, and sharing JFS' expertise with our community across all three social media platforms – LinkedIn, Facebook, and Twitter.

JFS is leveraging its strong email subscriber base by implementing new strategies that will boost engagement, including updating and organizing the email database; implementing strategic calls to action that direct users to JFS' website or affiliated sites; utilizing email A/B testing; and opting to send reminder emails to subscribers who did not open a previous email.

Volunteerism

With the support of many committed volunteers, JFS provides high quality services to more people in St. Louis than with paid staff alone.

Volunteer Hours	2022	2021	2020
Food Pantry	12,815.06	9,265	9,788.32
Celebration Baskets	130	270	80
Groups - Ongoing	881	142	654
Groups - Youth, Adults, and EP Adults	322.34	116	728
Total Hours	12,945.06	9,793	11,170.3
Full-Time Equivalent	6.2	4.7	5.5

Accomplishments

The successful operation of the Harvey Kornblum Jewish Food Pantry relies on the time generously given by a network of volunteers. In 2022, volunteers contributed over 12,900 hours of service, a significant increase from the prior two-year decline due to the COVID-19 pandemic. In addition to our weekly volunteers, the Pantry welcomed more than 880 episodic volunteers who came with corporate groups, university associations, faith-based groups, and more.

Opportunities

While the Harvey Kornblum Jewish Food Pantry experienced an increase in volunteers during 2022, we are working to reengage individuals who were unable to continue volunteering during the COVID-19 pandemic. Our Pantry staff team is utilizing reports and historical data to reestablish and update volunteer scheduling and job assignment practices.

Initiatives

JFS is taking steps to expand the utilization of our volunteer database, including automating open volunteer positions and tasks, and tracking volunteer hours and individual talents. This additional technological support will increase efficiency and improve the overall volunteer experience.

BOARD OF DIRECTORS

President

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