



JEWISH RELIEF AGENCY

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## **Jewish Relief Agency's Proposal to Friends Foundation for the Aging**

**Date:**

March 14, 2024

**Organization:**

Jewish Relief Agency

**TIN & Formal organization name:**

26-2578017, Jewish Relief Agency

**Contact name, phone, email:**

Jodi Roth-Saks, Executive Director  
(610) 660-0190 x101  
[jodi@jewishrelief.org](mailto:jodi@jewishrelief.org)

**Amount requested:**

\$30,000

**Project title:**

Reducing food insecurity, providing basic health essentials, and fostering connection with aging adults in Greater Philadelphia

**Summary Description:**

JRA will address the food and resource insecurity of 3,300 seniors in Greater Philadelphia through its Monthly Food Distribution Program and additional case management services.

**1. What is the problem you have identified?**

In the wake of the pandemic, rising costs of living and the recent end of crucial safety net programs, such as Emergency SNAP benefits, have increased resource insecurity within Greater Philadelphia. Currently, 22.8% of Philadelphia residents live in poverty, which is twice the U.S. average. In 2023, citizens of Pennsylvania, as well as the city of Philadelphia, experienced the largest increase in grocery prices in the U.S., largely due to the rise in prices of staple foods (Consumer Affairs Report, 11/2023). These troubling statistics are heightened among Philadelphia's aging population, who must overcome rising costs of living even though approximately 74% are no longer in the labor force, and nearly 30% do not receive Social Security benefits (Philadelphia Corporation on Aging, 01/2024). Further, approximately one fourth of adults 65 and older are socially isolated, which is linked to increased health risks such as dementia, heart disease, and stroke (Centers for Disease Control and Prevention, 2023).

Our clients may struggle to obtain adequate resources for a variety of reasons. The population we serve includes the unemployed, individuals with disabilities, Holocaust survivors, persons suffering from temporary illness or injury, recent immigrants, and persons experiencing housing instability. JRA's delivery model eliminates potential barriers to acquiring basic resources, such as food and hygiene products, since clients do not need to know English, organize transportation, or leave their homes to receive safe and consistent support.

## **2. What is the solution you propose to address the problem?**

Jewish Relief Agency (JRA) addresses food insecurity and isolation among seniors in Greater Philadelphia through our mission, which is to bring together individuals of all backgrounds to relieve the pangs of hunger, bring meaning to our recipients and volunteers, and build a caring and connected community. As a public charity, our services are open to anyone—regardless of race, religion, or background.

Our programs and the unique ways in which they fulfill our mission include:

- Delivering boxes filled with 15 lbs. of nutritious food and essential hygiene supplies to the doorsteps of approximately 3,300 low-income seniors throughout Greater Philadelphia each month, 12 months per year.
- Giving clients access to hygiene products and household supplies—such as incontinence supplies, soap, shampoo, and menstrual products—by delivering around 214 Everyday Essentials Bags a month
- Providing a consistent, warm connection and frequent socialization to many seniors through the Route Owners Program, an initiative where volunteers sign up to deliver to and visit a specific set of clients each month.
- Offering one-time assistance for urgent and immediate needs, such as paying rent for a client facing eviction, assisting with a utility bill, or purchasing necessary items that support mobility challenges and allow seniors to age in place, such as grab bars for the shower or maintenance on a chair lift.
- Providing more comprehensive support to seniors in the community, such as helping them navigate government benefits like SNAP and healthcare.

JRA has successfully planned and implemented 280 Monthly Food Distributions since its founding in 2000. We are proud of the fact that, even throughout the pandemic, we never missed a food distribution or placing anyone on a waitlist. Our track record of success belies our small-but-mighty staff team: we have provided increasing support for clients for each year thanks to our large base of approximately 8,000 volunteers, our committed and engaged Board of Directors, and the many organizational and funding partners who share our determination to meet the needs of resource insecure individuals in Greater Philadelphia.

## **3. What actions will you take?**

Through our Monthly Food Distribution Program, JRA will deliver packages of nutritious, pantry stable food to clients once per month. We will also include fresh fruits and vegetables in each

food assistance box from October to May, when it is cool enough to safely store produce in our warehouse without refrigeration. In the summer, we will rent a refrigerated container to store produce for families with children to supplement the food they lose in the summer months when the children do not have access to free school lunches. In addition to our food assistance services, clients may also receive supplies and support through JRA's Everyday Essentials Program, Period Packs Program, Route Owners Program, Crisis Fund, and/or Supportive Services from our Social Worker—all of which are described in more detail above—as part of JRA's Monthly Food Distribution Program.

We will ensure the success of each Monthly Food Distribution by:

- **Sourcing:** JRA spends two weeks each month receiving large quantities of healthy food, hygiene, and household supplies from distributors.
- **Packing:** During the first two days of the Monthly Food Distribution event (usually held on a Thursday and Friday), JRA staff and volunteers assemble boxes, pack toiletries and menstrual products, and put together Family-Friendly food bags. Then, on Sunday, hundreds of volunteers pack boxes of food and essential supplies and start delivering supplies to households. All food packing shifts take place in JRA's 12,000 square-foot warehouse.
- **Delivering:** Volunteers reserve delivery routes, then pick up boxes for specific households on their route at JRA's warehouse using a drive-through model. Deliveries continue all week long until all households receive food and other critical household and hygiene items.

#### **4. Describe the population to be served.**

Among the 6,400 individuals served by JRA, including the 3,300 senior clients, most have a household income at or below 150% of the federal poverty level. As mentioned above, many are either unemployed, individuals with disabilities, Holocaust survivors, persons suffering from temporary illness or injury, immigrants and refugees, or persons experiencing housing instability. Our clients live within 85 zip codes throughout the Greater Philadelphia area—approximately 79% live in Philadelphia County, 12% in Bucks County, 4% in Montgomery County, 2% in Delaware County, 1% in Southern New Jersey, and 1% in Chester County.

#### **5. Are there partners/collaborators for implementation or funding—who? Has the solution been tried by other organizations?**

To respond to the varied needs of JRA's recipients, we maintain a strong network of community partners in Greater Philadelphia. When a given client's needs exceed the scope of our services, we refer them to another human service agency who offers a different range of support. Likewise, we frequently receive client referrals from approximately 60 partner agencies and hospitals for individuals who need JRA's assistance.

To strengthen JRA's pool of volunteers, we often collaborate with students and interns from Drexel, Temple, and University of Pennsylvania campuses. For example, we recently partnered with West Chester University, Arcadia University, and Community College of Philadelphia as

student community engagement sites to recruit volunteers. We also partner with local organizations such as Soom Foods and Target to increase our volunteer base.

Lastly, JRA partners with a variety of individual donors and institutional funders to ensure the success of the Monthly Food Distribution Program. Among our institutional funders, JRA has already secured support in the current fiscal year (9/1/23-8/31) from the Jewish Federation of Greater Philadelphia, the W. W. Smith Charitable Trust, Norfolk Southern, and the Scholler Foundation, and has requested support from additional foundations which are pending award decisions. We will continue soliciting support from individual donors and institutional funding partners to achieve our fundraising goals, which we have historically achieved year over year.

Although there are many organizations providing food and supplies to under-resourced individuals in Philadelphia, very few are currently delivering directly to the homes in need. Home delivery is especially important to seniors. It alleviates several barriers to access, such as the inability to leave the house due to illness or disability, lack of transportation, or lack of grocery stores or markets within walking distance. In addition to providing a critical service within Greater Philadelphia, JRA's delivery model is replicable and scalable by other organizations seeking to enhance access to food and other basic home resources. JRA has provided assistance to other organizations looking to set up similar programs in community pantries and churches throughout Greater Philadelphia.

#### **6. How will you know your actions are having an impact? How will you measure outputs and outcomes?**

We measure JRA's success by the number of clients and households we serve, their satisfaction with the distribution process, and our constituents' feelings of food security. To do so, we use the following tools:

- Monthly Data Collection to track the number of households served each month, boxes, pounds of food, volunteer participation, and delivery routes in our database, Salesforce.
- Recipient Intake and Self Declaration of Need Form to collect demographic information on the recipients we provide food assistance to upon initial inquiry; clients are recertified every two years by completing similar forms.
- Recipient Impact & Satisfaction Survey sent to clients every 20-24 months to assess their satisfaction and to inform our programs and services.
- Ongoing Recipient/Volunteer Feedback solicitation to receive both formal and informal feedback.

#### **Enclosed Attachments:**

- JRA Program Budget FY2023-2024
- JRA IRS Determination Letter

Jewish Relief Agency Organizational & Program Budgets FY 2023-2024		
	Org Budget	Program Budget
	2023-2024	2023-2024
<b>REVENUE</b>		
Individual Contributions	\$ 1,114,408	\$ 951,518
Grants - Other	\$ 589,000	\$ 410,000
Corporate Contributions	\$ 154,000	\$ 120,000
Government Grants	\$ 270,000	\$ 270,000
Restricted Grants Received and Released	\$ 161,753	\$ 161,000
In-Kind Donations	\$ 25,000	\$ 25,000
Other Income/ Return on Investments	\$ 37,000	\$ 0
Distribution from Investments for Operating Activity	\$ 200,000	\$ 0
<b>Total Revenue</b>	<b>\$ 2,551,161</b>	<b>\$ 1,937,518</b>
<b>EXPENSE</b>		
<b>Personnel</b>		
Full Time Employees	\$ 648,886	\$ 369,065
Part-Time Employees	\$ 17,000	\$ 17,000
Employee Benefits	\$ 78,800	\$ 61,560
Payroll Taxes	\$ 52,000	\$ 36,400
<b>Total Personnel &amp; Fringe</b>	<b>\$ 796,686</b>	<b>\$ 484,025</b>
<b>Distribution Program Expense</b>		
Food for Distribution	\$ 940,000	\$ 940,000
Everyday Essentials (Toiletries and Diapers)	\$ 120,000	\$ 120,000
Boxes and Bags	\$ 25,000	\$ 25,000
Warehouse Cleaning	\$ 5,000	\$ 5,000
Warehouse Supplies	\$ 11,500	\$ 11,500
Other Direct Program Expenses	\$ 47,400	\$ 27,400
Waste management	\$ 4,000	\$ 4,000
Box Inserts/Route Printing	\$ 4,000	\$ 4,000
Volunteer Program Expense	\$ 4,000	\$ 4,000
Volunteer Refreshments	\$ 7,500	\$ 7,500
<b>Total Distribution Program Expense</b>	<b>\$ 1,168,400</b>	<b>\$ 1,148,400</b>
<b>Client Services Program Expense</b>		
Crisis Fund Expense	\$ 10,000	\$ 10,000
Client Supplies and Services	\$ 22,000	\$ 22,000
<b>Total Client Services Program Expense</b>	<b>\$ 32,000</b>	<b>\$ 32,000</b>
<b>Building and Occupancy</b>		
Warehouse Lease	\$ 96,625	\$ 96,625
Office Lease	\$ 43,200	\$ 31,104
Warehouse Utilities	\$ 16,500	\$ 16,500
Office Utilities	\$ 13,000	\$ 9,360
Use and Occupancy Expense	\$ 1750	\$ 1260
<b>Total Building and Occupancy</b>	<b>\$ 171,075</b>	<b>\$ 154,849</b>
<b>General and Admin. Expense</b>		
Insurance	\$ 19,000	\$ 13,870
Office Supplies	\$ 6,500	\$ 4,680
Fees for Subscription/Tech Svcs	\$ 15,000	\$ 10,800
Postage	\$ 5,000	\$ 2,000
Credit Card Processing Fees	\$ 18,000	\$ 0
Printing and Reproduction	\$ 6,000	\$ 1,980

Equipment Purchase - Office	\$ 5,500	\$ 3,960
Payroll Processing Fees	\$ 4,800	\$ 3504
Professional Development Exp	\$ 2,500	\$ 0
Travel	\$ 1200	\$ 1200
Other Expense	\$ 500	\$ 500
<b>Total General and Admin. Expense</b>	<b>\$ 84,000</b>	<b>\$ 42,494</b>
<b>Other Operating Expenses</b>		
Grant Writing Consulting	\$ 60,000	\$ 60,000
Marketing Expense	\$ 35,000	\$ 19,750
Professional Service Fees	\$ 42,000	\$ 0
Audit Fees	\$ 20,000	\$ 0
Security Services	\$ 18,500	\$ 18,500
Equipment Repair	\$ 1,500	\$ 1,500
Leadership Academy	\$ 6,000	\$ 0
Miscellaneous Operating Expenses	\$ 16,000	\$ 8,000
<b>Total Other Operating Expenses</b>	<b>\$ 179,000</b>	<b>\$ 107,750</b>
<b>Total Fundraising Expense</b>	<b>\$ 120,000</b>	<b>\$ 0</b>
<b>Total Expense</b>	<b>\$ 2,551,161</b>	<b>\$ 1,969,518</b>
Distribution from Investment Account	\$ 200,000	\$ 0
<b>Net Income/Loss</b>	<b>\$ 200,000</b>	<b>\$ 0</b>

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: OCT 13 2009

JEWISH RELIEF AGENCY  
C/O JEFFREY I PASEK  
1900 MARKET ST  
PHILADELPHIA, PA 19103

Employer Identification Number:  
26-2578017  
DLN:  
17053251326029  
Contact Person:  
ROGER W VANCE ID# 31173  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
August 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
April 14, 2008  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

JEWISH RELIEF AGENCY

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Choi". The signature is fluid and cursive, with the first name "Robert" and last name "Choi" clearly distinguishable.

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Publication 4221-PC