



Responding to Changes in Jewish Life Since Oct 7th in Your Community

PROFESSIONAL DEVELOPMENT REGIONAL GATHERING

Los Angeles, CA

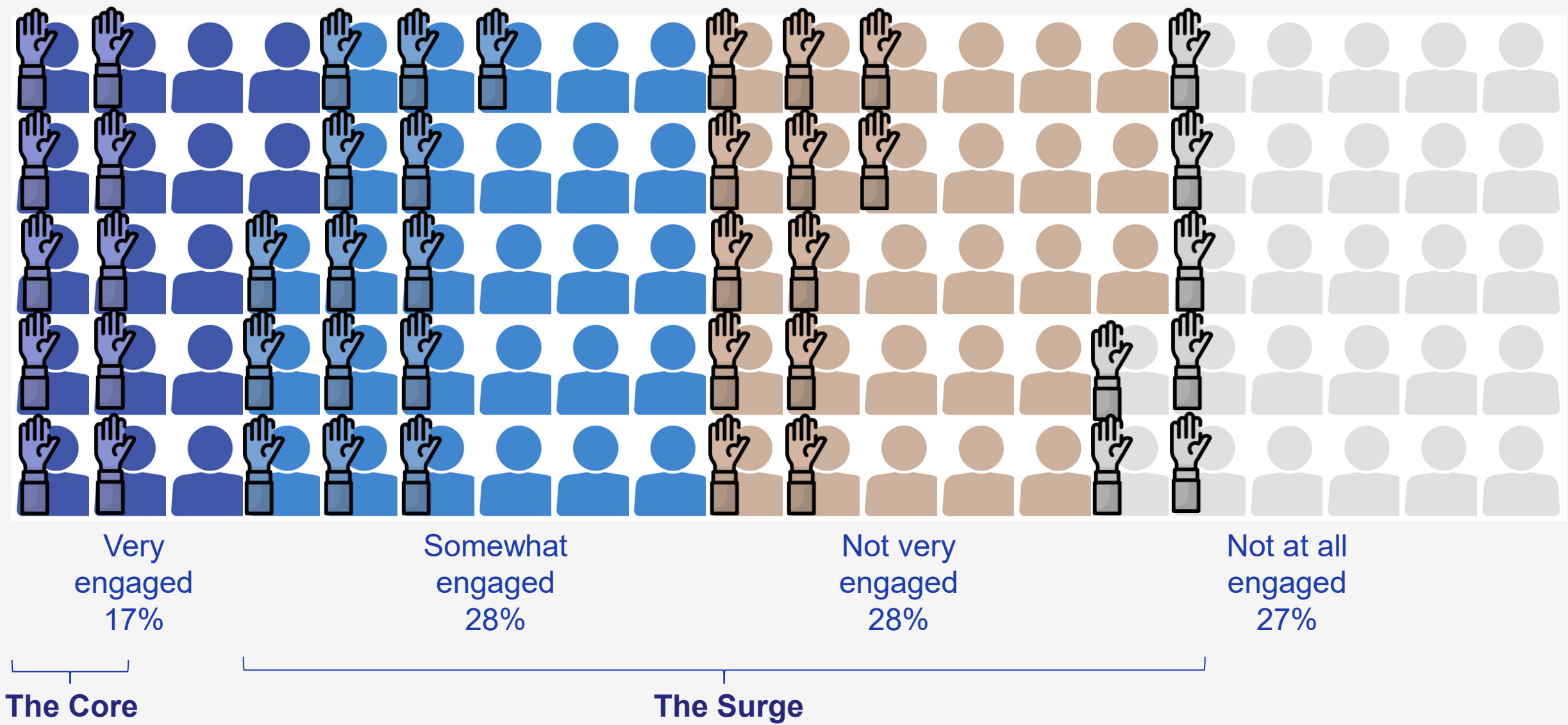
January 2025



Background

- Immediately post-10/7, Jewish professionals and lay leaders across the sector anecdotally reported “needing more chairs” at all events.
- The 2nd JFNA Survey of Jewish Life Post-10/7, released March 2024, revealed data on “the Surge.”
- The increase in engagement correlated to a rise in emotional impact from the war in Israel and increased concerns about antisemitism
- Hundreds of follow-up conversations have confirmed the anecdotes and data reflect the lived experience in Jewish communities.
- We are continuing to track, report on, and respond to this phenomenon.

43% of the Jewish community is seeking to or engaging more across all current engagement levels





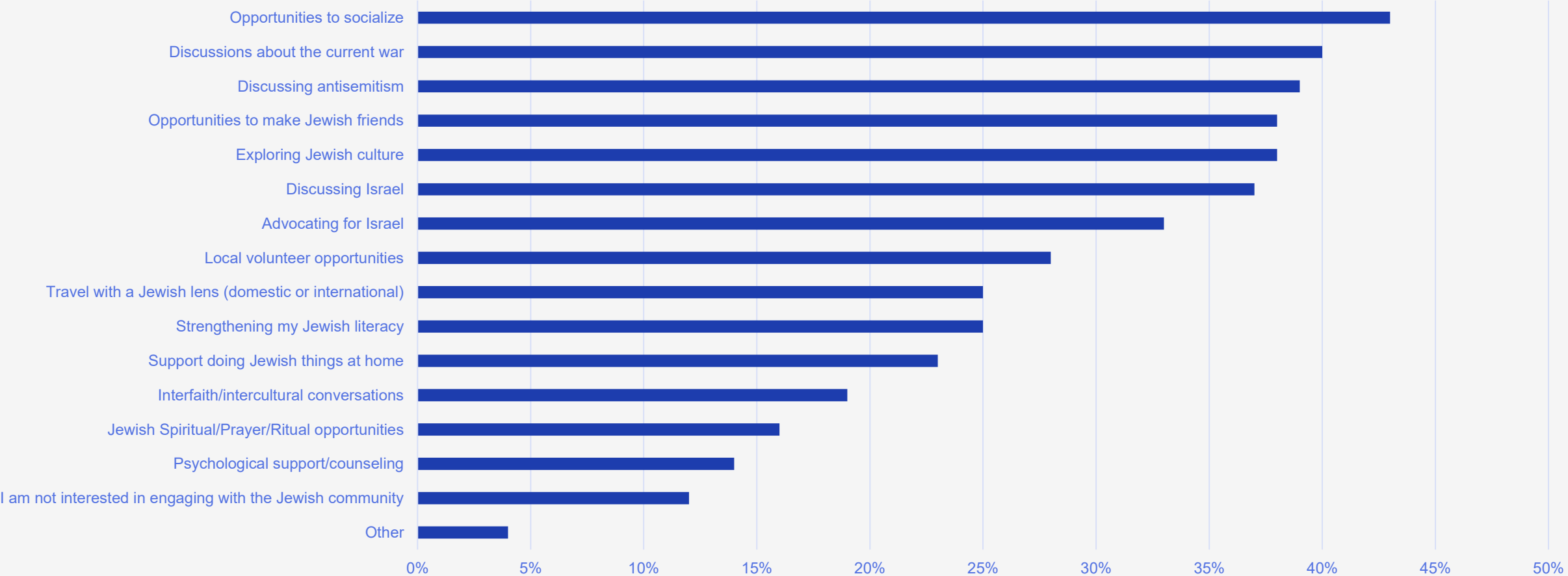
There are individuals surging in every age demographic with “young adult” and “mid-life” making up the largest portions.

Life Stage	Surge
18-34 Single	21%
18-34 Married	12%
18-34 With Children	2%
35-54 Single	6%
35-54 Married	5%
35-54 With Children	16%
55-74 With Children	6%
55-74 Mid-Life	25%
75+	7%
Total	100%

Those seeking Jewish community right now, want both substance and connection. They are ready for the opportunities we have to offer in Jewish life.



Which of the following opportunities offered by the Jewish community would you be most interested in at the current time?

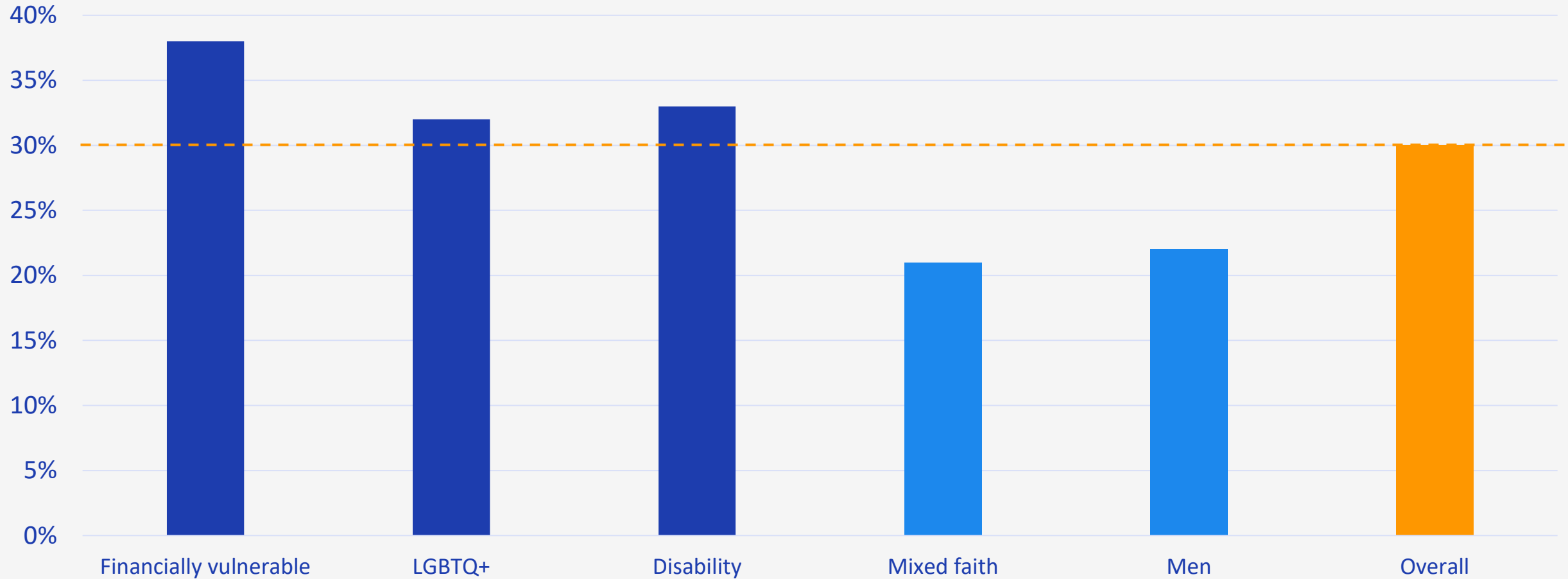




The Surge in Underrepresented Identity Groups

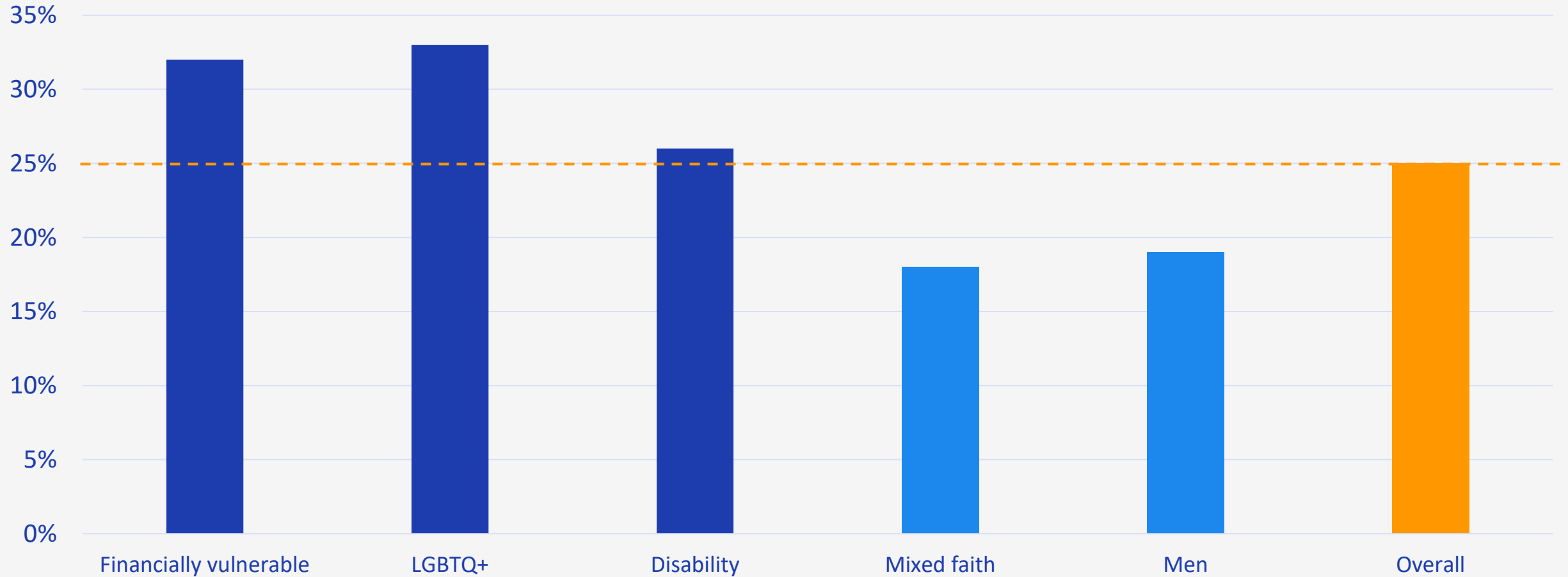


More people in underrepresented identity groups expressed a greater need to connect with Jewish community since 10/7



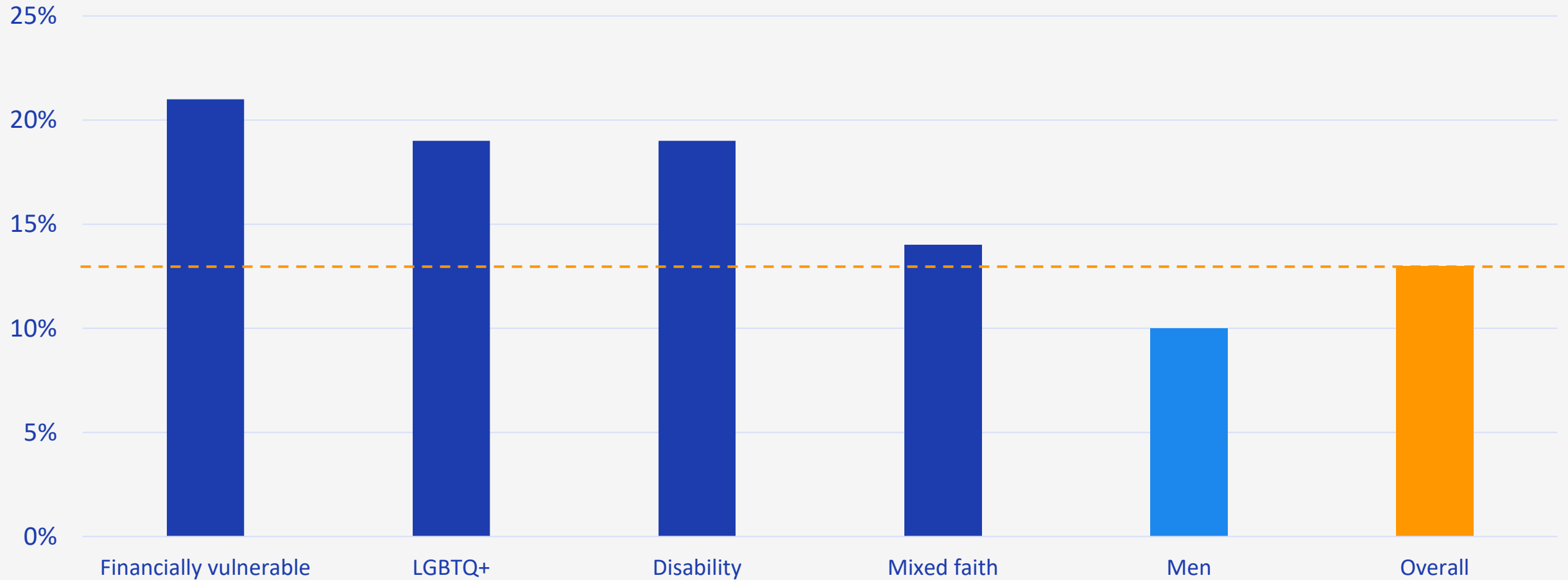


More people in underrepresented identity groups have been connecting more with other Jews since 10/7





More people in underrepresented groups have felt more lonely or distant from their local Jewish community since 10/7





Identity groups have unique experiences



Financially vulnerable Jews have higher barriers to engagement

- Can't afford to engage as much as they'd like
- Don't know how to get involved
- More comfortable in diverse spaces and spaces where less background knowledge is needed to engage
- Less likely to feel comfortable just because they know other people at a Jewish event



**LGBTQ+ Jews find
it harder to find
spaces where
they are
comfortable in
the Jewish
community**

- Know how to get involved and can afford to engage
- Feel less able to be their authentic self in the Jewish community
- Are more comfortable in diverse and inclusive spaces



Jews in households with a person with a disability face need more support to access Jewish spaces

- Many are highly engaged and feel a sense of belonging in their local community
- Know how to get involved but cannot afford to engage as much as they'd like
- Are more comfortable when they are personally invited to Jewish events and when Jewish rituals and policies around diversity and inclusion are explained
- More data is needed on accessibility



**Jewish partners
in mixed heritage
households are
looking for
Jewish spaces
where their
whole family can
feel comfortable**

- Far less engaged and less comfortable in Jewish spaces than Jews married to Jews
- Some are seeking more, but to a less extent than Jews married to Jews
- Don't know how to get involved
- Are more comfortable in diverse and non-religious Jewish spaces



**Non-Jewish
partners in mixed
heritage
households are
impacted in this
moment and
need information
on resources**

- 90% feel welcomed by the Jewish community when they attend
- 78% feel satisfied with the Jewish community where they live
- They are feeling more impacted by the war than other non-Jews
- They do not know about resources available to them



The Surge in Organizations



PRIZMAH

Center for Jewish Day Schools



**Network of Jewish
Human Service Agencies**



**Repair
the World**



ONETABLE
SHABBAT TOGETHER



**SHALOM HARTMAN מכון
INSTITUTE הרטמן שלום**

**Hillel
International**



**JCC Association
of North America**



entwine
ONE JEWISH WORLD, INTERCONNECTED



Demand for emotional and community support has risen, driven by the psychological toll of recent events and antisemitism

41% of Jewish national survey respondents are currently looking for psychological support/ counseling



Hillel
International

65% increase in students and young adults engaged in wellness programming



Network of Jewish
Human Service Agencies

76% have seen more Jews reaching out for mental health services

43% have seen more clients reaching out about antisemitism

JQ  **HELPLINE**

200% increase in calls between October and December 2023

Participation in Jewish learning, from early childhood programs to adult learning, has notably increased



JCC Association
of North America

25% of JCCs report increased enrollment in early childhood programs



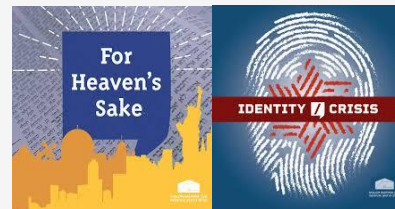
27% increase in engagement in Jewish learning and education



226% increase in online course registrations



33% more active users per month



43,000 unique listeners per month
3.5x pre-October 7th rates

Participation in Jewish rituals like Shabbat and holidays programs has also notably increased



JCC Association
of North America



27% increase in individuals participating in Shabbat dinners
47% increase in host applications

86% of JCCs report increased interest in Jewish holiday programs

47% of JCCs report increased indication of home ritual

368% enrollment in Jewish holiday event attendees for Jewish college students studying abroad

Programs focused
on Israel education,
especially for teens,
young adults, and
middle-aged
community
members, have
seen a surge



16% increase in engagement in
Israel programming



74% increase in participants in their
teen fellowship



200%+ increase in attendance at
Israel programs from Oct-Dec 2023



JCC Association
of North America

95% of JCCs report increased interest
in Israel-related programs

88% of JCCs report a surge in
engagement among mid-lifers (55-
74)

Organizations
report sustained
attendance growth
at Jewish cultural
events and an
increase in
volunteerism



JCC Association
of North America

74% of JCCs report increased interest
in arts and culture programs



158% increase in participation in
KAHAL for Jewish students studying
abroad

153% increase in enrollment for
Entwine Insider Trips



84% increase in participants



Donations have risen, especially those directed towards crisis and security efforts. Participation in philanthropy programs like women's philanthropy and National Young Leadership Cabinet are also seeing unprecedented interest and enrollment.



25% increase in applications since last year

Average gift increased by \$800



\$850M raised for the Israel Emergency Campaign



64% of Jewish organizations reported an increase in crisis related funding (n = 73)

37% received crisis-related donations from new donors



Breakouts

- Young Adults
- Midlife Adults
- K-12 Education
- Mixed Heritage Households
- Other Underrepresented Identity Groups