



## WEATHERING A CRISIS AND EVEN COMING OUT ON TOP...



At a time when digital communication has become the vehicle for nearly all communication, the Gimprich Family Foundation (GFF) was pleased that the distribution of our summer 2020 e-newsletter generated innumerable responses from both fellow funders and non-profit organizations. As we write this newsletter, the pandemic has been with us long enough that many of us have shifted our operations to completely on-line and have, perhaps, even found some benefits to this new virtual work setting. We have observed that organizations with a dedicated, flexible and resilient staff and board-- coupled with a clear sense of mission-- have navigated these challenging times well, and, some, even blossomed at this period of time.

For over forty years, the GFF is proud to provide grants that bolster organizational capacity to help strengthen organizations so that they are able to address periods of external instability such as what we are currently experiencing. In so doing, we hope that we have provided organizations with a metaphorical inoculation to withstand the challenges and pressures that are posed by such crises periods. Our commitment to strengthening the infra-structure of organizations remain central to our mission: we believe that ensuring a robust non-profit sector is essential to maintaining Israel as a Jewish and democratic state that provides for all of its citizens. In light of the pandemic, we are particularly pleased that many of our grantees have invested in improving and expanding their on-line presence. In so doing, they have been able to continue to thrive in this challenging environment and, in many cases, reach beyond their typical catchment area of service.

We are proud to highlight below several recent grantees that strengthened their work on-line during these unusual times.

### SELECTED RECENT GRANTEES

**Beit Tfillah Israeli (BTI)** is a leader in the movement to revive and reestablish Israel's unique interpretation of Judaism in the public space. Indeed, BTI is famous for the summer Kabbalat Shabbat at the Tel Aviv port which attracted thousands of participants. When the pandemic forced the quick exit from public spaces, BTI utilized a GFF grant to help it successfully pivot to an on-line experience. It has since vastly increased attendance by over 100% at gatherings hosted on Zoom and Facebook. Join BTI every Friday at 17:00 (Israel time) for Kabbalat shabbat at [facebook.com/btfila1/live](https://www.facebook.com/btfila1/live) and view weekly BTI on-line activities at [btfila.org](https://www.btfila.org)

#### **Shittim: Machon HaChagim – Asif - a Home for Holidays**

When the pandemic began to impact Israel, Shittim was launching Asif- Home for the Holidays, its program providing on-line content about Jewish holidays. This innovative program provides content on Jewish holidays directly to the phone or computer of hundreds of Israeli families across the country. As Israeli families found themselves facing a strict lock-down, and thereby away from extended families, especially during family-centered holidays such as Pesach, the importance of Asif's relevance multiplied by providing on-line materials to thousands of families to conduct their own seder. Additionally, with families spending more time at home, the use of on-line and printed materials such as games, songs and stories, increased as families sought additional resources to replace community activities that they might otherwise attend on holidays or shabbatot. Asif has delivered carefully curated kits, games and pamphlets to thousands of Israeli homes around the country during this past year. To learn more or to register to receive materials, visit [www.asif.org.il](https://www.asif.org.il)

**ANU - Making Change: Fighting for Democracy despite COVID-19 challenges**  
As the premiere digital platform for social justice activists in Israel, ANU has been a critical resource in the face of the obstacles presented by COVID-19. While most Israeli organizations worked to move their activities on-line, ANU had already established a strong digital platform on-line since 2014. As organizations were working to make this transition, ANU became a central address and resource for organizations needing to learn how to operate a digital platform. While mentoring organizations and individuals, ANU maintained its own activities-- providing critical information about on-line meetings, opportunities, coalitions and virtual demonstrations that would help further support the work of its diverse constituency. To learn more about the unique work of ANU, please visit [www.anu.org.il](https://www.anu.org.il)

To learn more and to see all of our recent grantees visit us at: [Gimprich.org](https://www.gimprich.org)



### SHAPING TOMORROW TOGETHER

Much has changed this past year. In-person meetings and public gatherings can no longer be safely held. While we look forward to returning to in-person gatherings that provide so many opportunities to collaborate, develop informal ties, network and learn about cutting-edge programming, we recognize this will not immediately happen.

For many organizations, the challenges posed by the pandemic have afforded them an opportunity to increase their reach. How have you adapted and evolved given current realities?

- Is your organization taking full advantage of opportunities to share your message with a larger audience that this unique period of time allows?
- How are you preparing for the eventual return (at least partially) to in-person activities and programming?
- What might we learn from the last year of virtual programming?
- Are you soliciting and recording the contact information of new on-line participants?
- Do you have a database that can adequately manage the increase in your contacts?
- With the rapid increase of social media, are you now appearing on all appropriate platforms?
- Is this the time to conduct an on-line fundraising or advocacy campaign?
- Are there new potential donors, partners or customers in your expanded audience?
- How can you continue to maintain your on-line activities when live activities restart?
- In lieu of site visits, have you reached out to funders and suggested meeting through video conference?
- How will you obtain the resources to invest in these current opportunities?

These and many more questions can help guide you and your organization as you think the re-envision your work to address our current climate. Funders are also reacting and adapting to our new situation. Be sure to share with your supporters the changes and challenges that you may have and see them as partners in working together to address them. The more transparent grantees are with funders, the more likely they will be able to adapt their funding guidelines to the changing reality. Funders need to be educated about the realities on the ground and what they can do to support the important work of grantees at this unique time. A narrative and budget that illustrate changes triggered by the pandemic convey to funders that your organization is flexible, relevant and deserving of support.

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