

Shape the Future of Jewish Birmingham

Report of Findings for:



October 4, 2021

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Study Background

Study Background

Goals and Methodology

- The goals of the research were to:
 - Assess, quantitatively, community needs and priorities
 - Learn community perspectives on the role and work of Birmingham Jewish Federation [BJF]
- To accomplish these goals...
 - Melior and Panoramic Strategy designed a questionnaire with input and approval from BJF leadership.
 - Melior created and provided an open survey link, which could be accessed in the following ways:
 - BJF distributed the survey link via multiple email blasts through its agency partners, synagogues, and to its own database.
 - BJF directed people to the survey through links on social media.
 - Survey was open for participation for seven weeks this summer; from July 7th through August 24th.
 - Survey returns came directly to The Melior Group.

Study Background

Quantitative Research: Online Community Survey

- Results of 557 surveys are included in this report; this includes 105 surveys that were partially completed.
- Survey respondents were screened to insure they are Jewish or live in a household with someone who is; live in the Birmingham area (based on zip code); are at least 18 years old.
- For analysis purposes, the data have been segmented by key demographic and attitudinal measures, allowing for better understanding of each individual segment (banner point):
 - Age
 - Geography
 - Interfaith household
 - Involvement in the Jewish community
 - Children <18 in the household
 - Synagogue Membership
 - Denomination
 - Income
 - Gender
 - Perception of BJF
 - Perception of Vibrancy of Birmingham
 - BJF Donor
- Statistical testing was completed on each segment. Where relevant statistically significant differences are shown.

Respondent Characteristics

Respondent Characteristics

Geography

- For purposes of this study, Birmingham was broken into four distinct geographic areas:
 - Southeast Birmingham
 - City of Birmingham
 - Mountain Brook
 - Vestavia/Hoover Area*
- Each area was defined based on a list of zip codes provided by the Birmingham Jewish Federation to be aligned with the 2016 Demographic study.
- A small portion of participants indicated their zip code was not part of the official catchment area, but still considered themselves as living in the Birmingham area at least six months of the year.

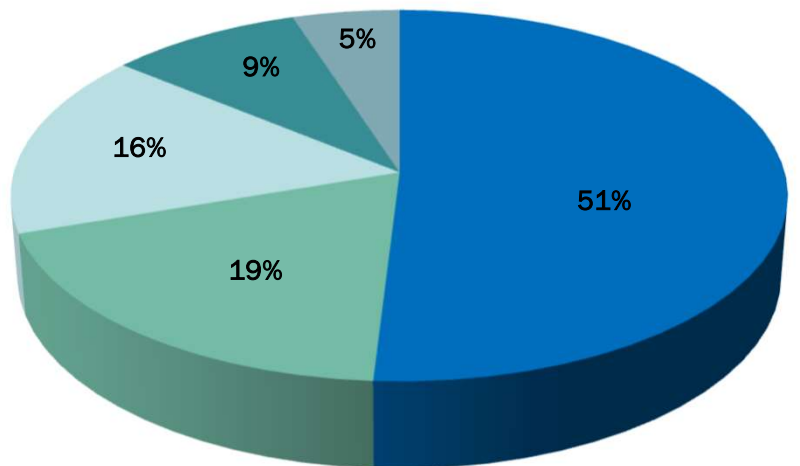
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Respondent Characteristics

Geography

Jewish Geography in Birmingham (%)

[Based on zip codes provided by BJJ]
(Base: Total Respondents; n=557)



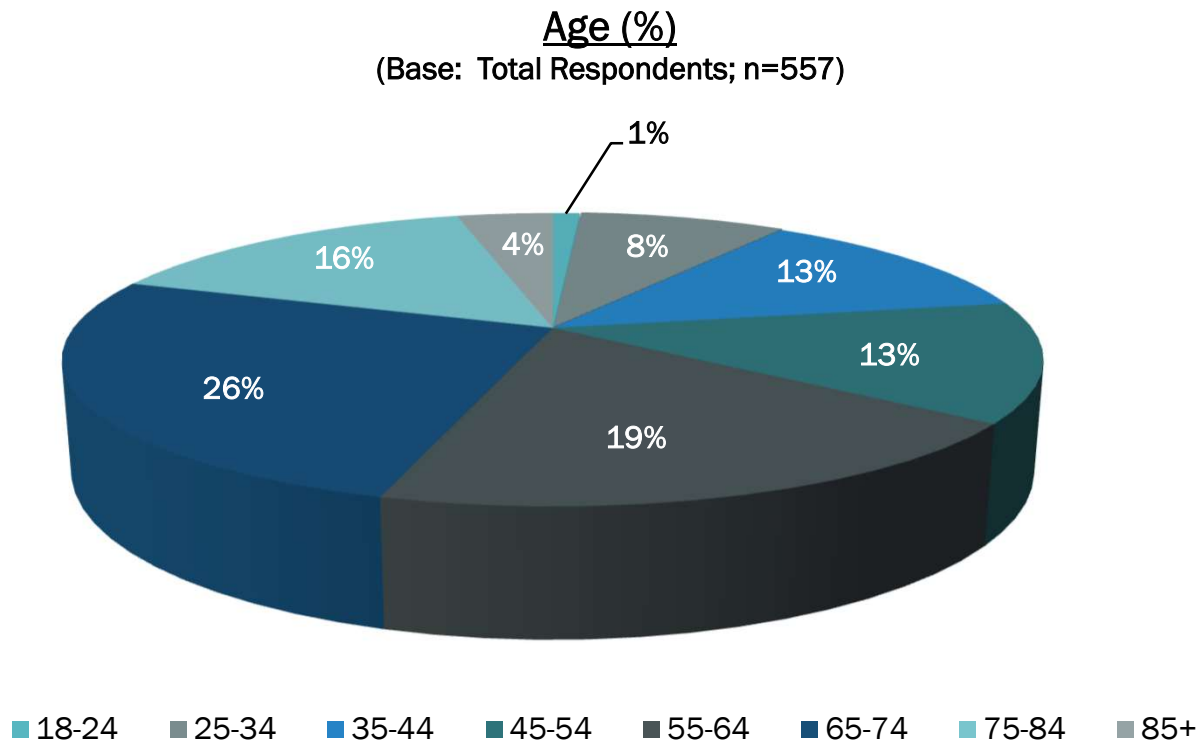
- Mountain Brook
- Vestavia/Hoover Area*
- City of Birmingham
- Southeast Birmingham
- Other

Area	Zips Included
Mountain Brook (51%)	35210,35213,35223
Vestavia/Hoover Area* (19%)	35216,35226,35243
City of Birmingham (16%)	35203, 35205, 35209,35212, 35222
Southeast Birmingham (9%)	35124, 35242,35244
Other (5%)	n/a

Respondent Characteristics

Age

- Slightly less than half of survey respondents are over age 65 (46%).



Respondent Characteristics

Age

- There are age skews in the different Birmingham geographies.
 - The City of Birmingham, skews younger, with one-third (32%) of participants under age 45.
 - Southeast Birmingham and the Vestavia/Hoover areas skew older; 56% of respondents from Southeast Birmingham and 54% from the Vestavia/Hoover area are 65+.

Age of Respondents by Geography (%)

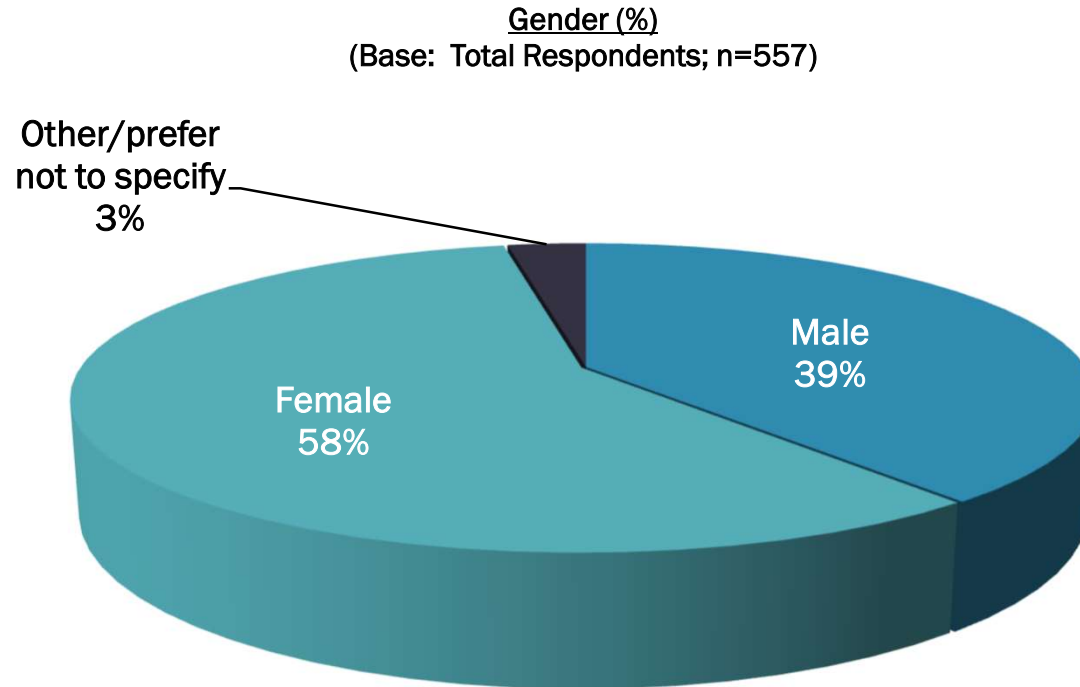
(Base: Total Respondents; n=557)

	Total	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*
18-34	9%	10%	12%	7%	11%
35-44	13	6	20	12	11
45 - 54	13	12	20	13	7
55-64	19	16	18	22	17
65-74	26	30	18	27	29
75+	20	26	11	19	25

Respondent Characteristics

Gender

- As is typical of online survey research, nearly six in ten respondents are female (58%).



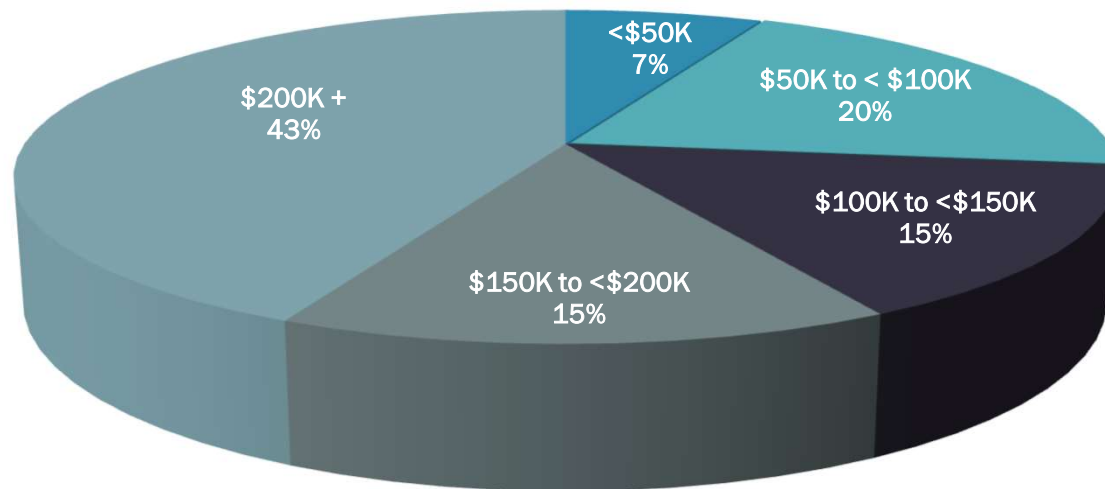
Respondent Characteristics

Income

- Three-quarters (75%) of the 458 respondents who completed the entire survey, shared their household income.
 - Of these just over four in ten (43%) earn over \$200,000.

Household Income (%)

Base: Respondents who shared their income (n=343)

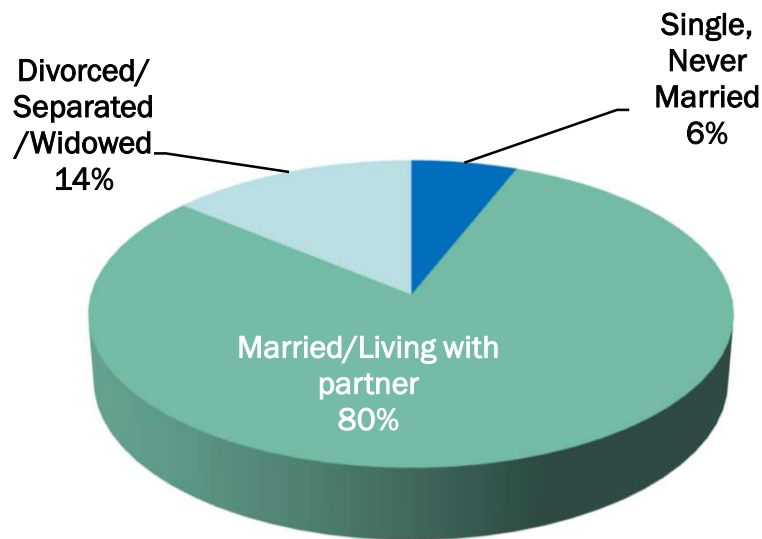


Respondent Characteristics

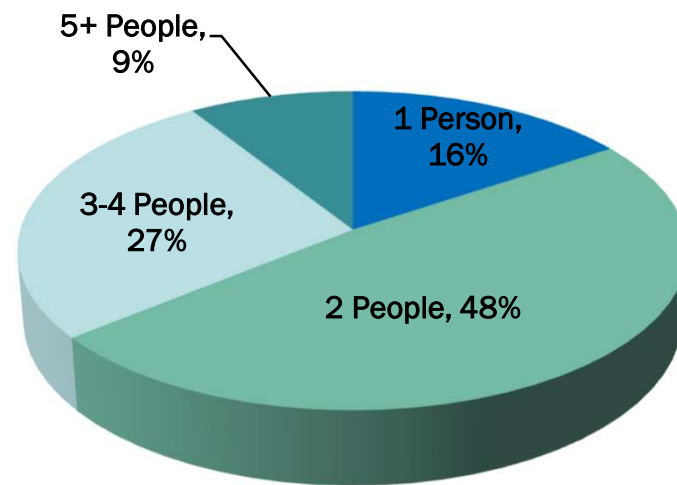
Household Composition

- Eight in ten respondents are either married or living with a partner.
- More than one-third (36%) of respondents live in a household with two or more other people.

Marital/Relationship Status (%)
(Base: Total Respondents; n=557)



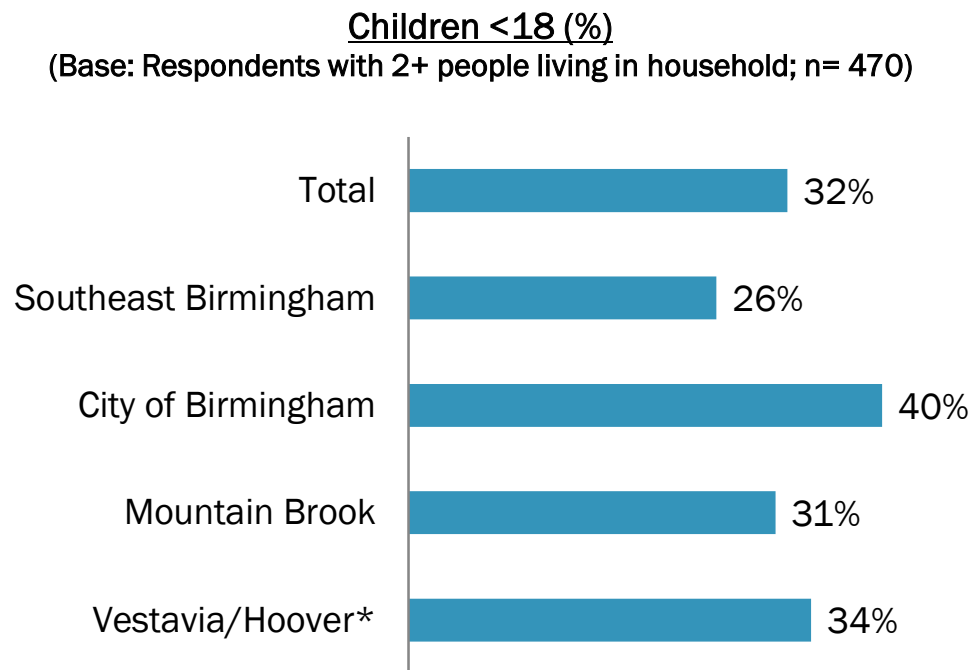
Number of People in Household (%)
(Base: Total Respondents; n=557)



Respondent Characteristics

Presence of Children <18 in the Household

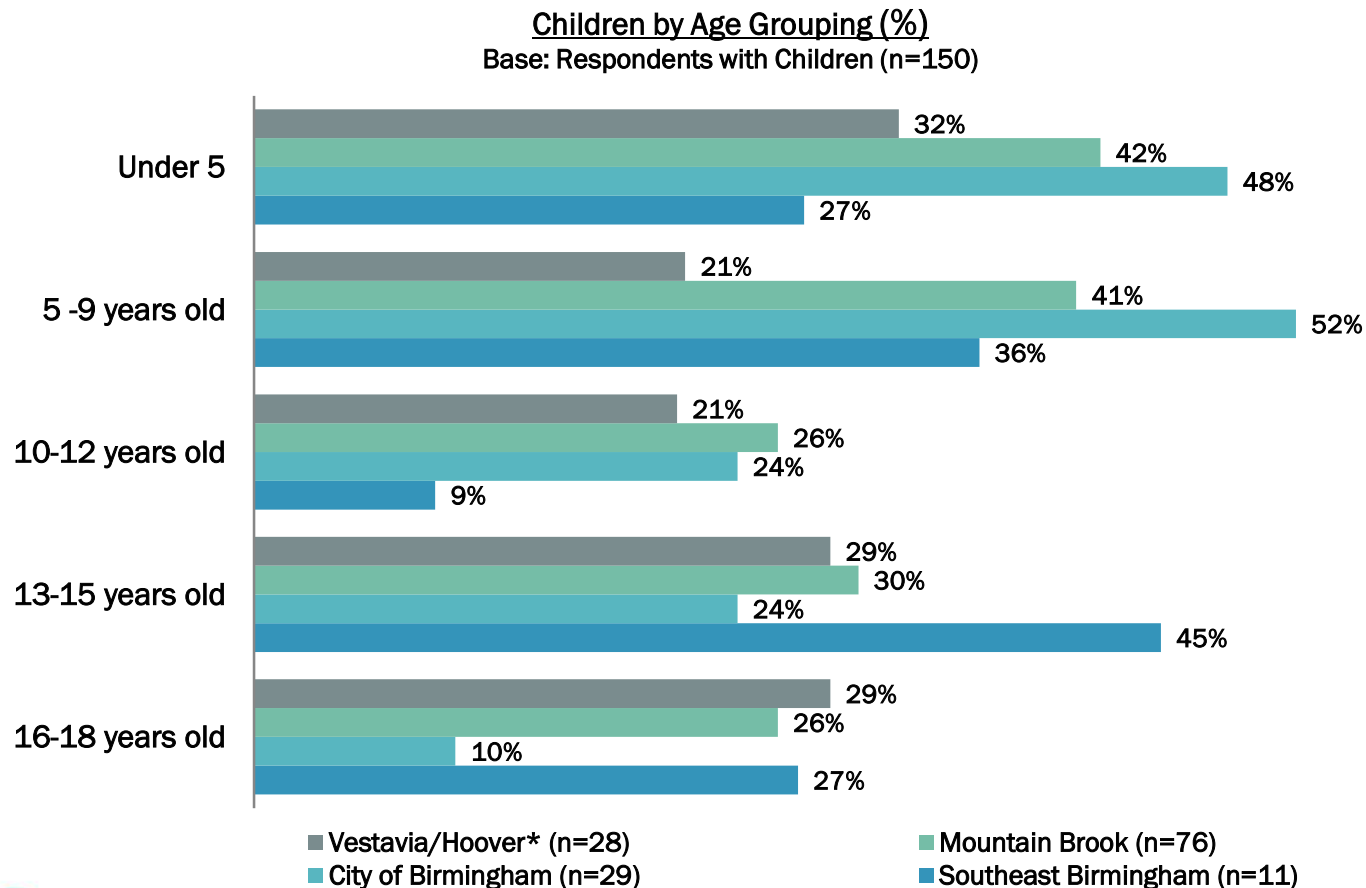
- One-third (32%) of respondents living in households with more than one person have children under the age of 18 living with them, including four in ten of the households in the City of Birmingham with two or more people.
- The average number of children, in households with children, is 1.95.



Respondent Characteristics

Presence of Children <18 in the Household

- Those who live in the City of Birmingham and Mountain Brook are most likely to have children under 10, while those who live in Southeast Birmingham are more likely to have children that are between 13 and 15.

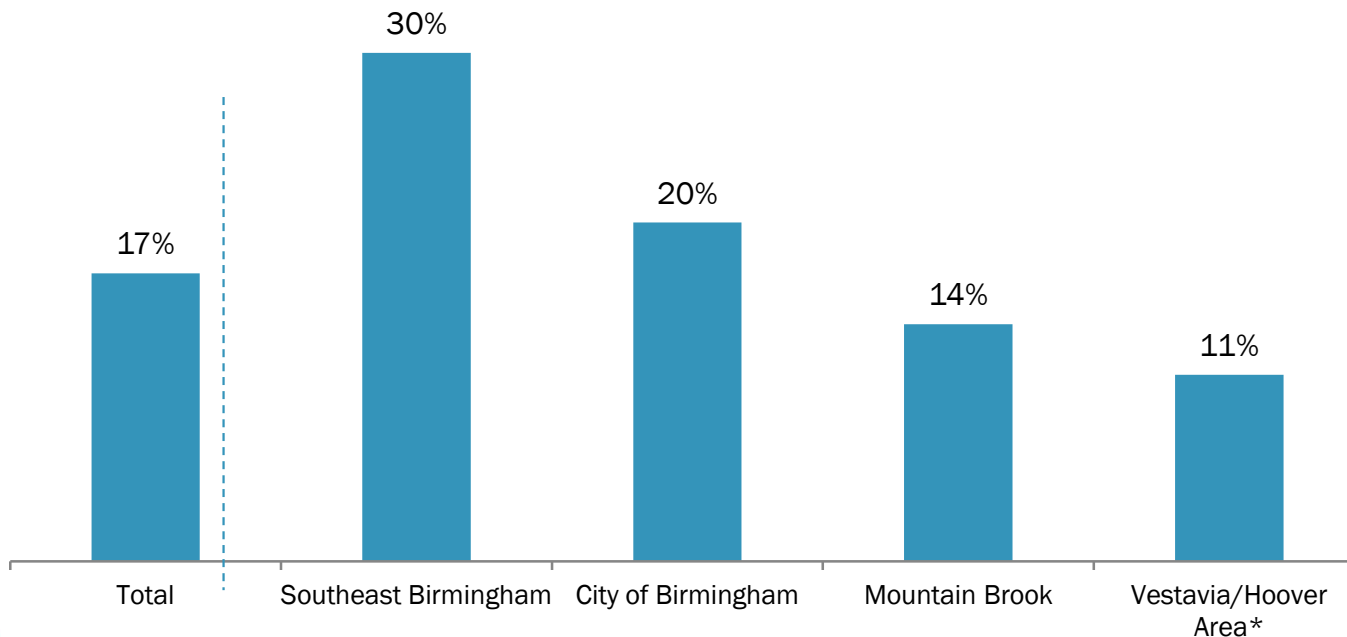


Respondent Characteristics

Interfaith Household

- Most respondents (96%) consider themselves Jewish.
- Approximately one-fifth of the respondents (17%) consider themselves to be part of an interfaith household.
 - This rate is significantly higher in Southeast Birmingham.

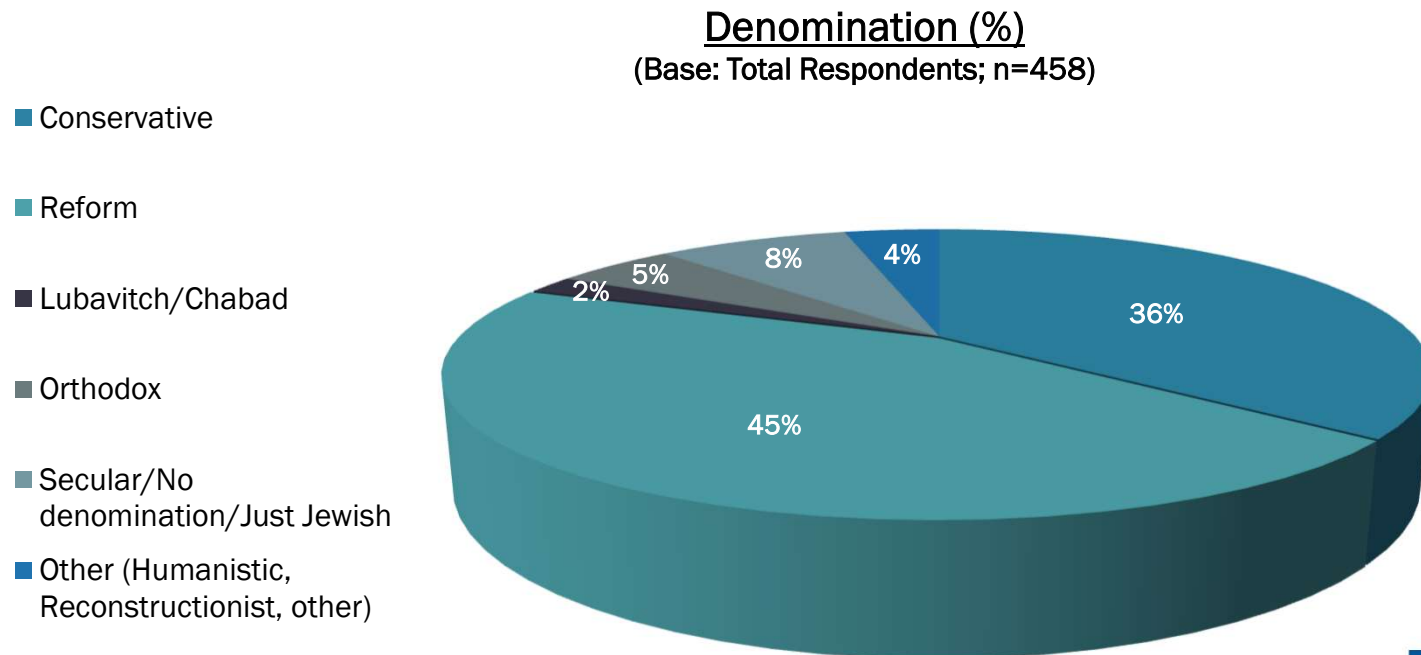
Respondents from Interfaith Households (%)
(Base: Total Respondents; n=557)



Respondent Characteristics

Denomination

- Just under one in ten (8%) respondents report they are Secular or “just Jewish”, with no denomination.
 - Those who identify as Conservative are significantly more likely to live in the City of Birmingham, while those who identify as Reform live in the three other regions.



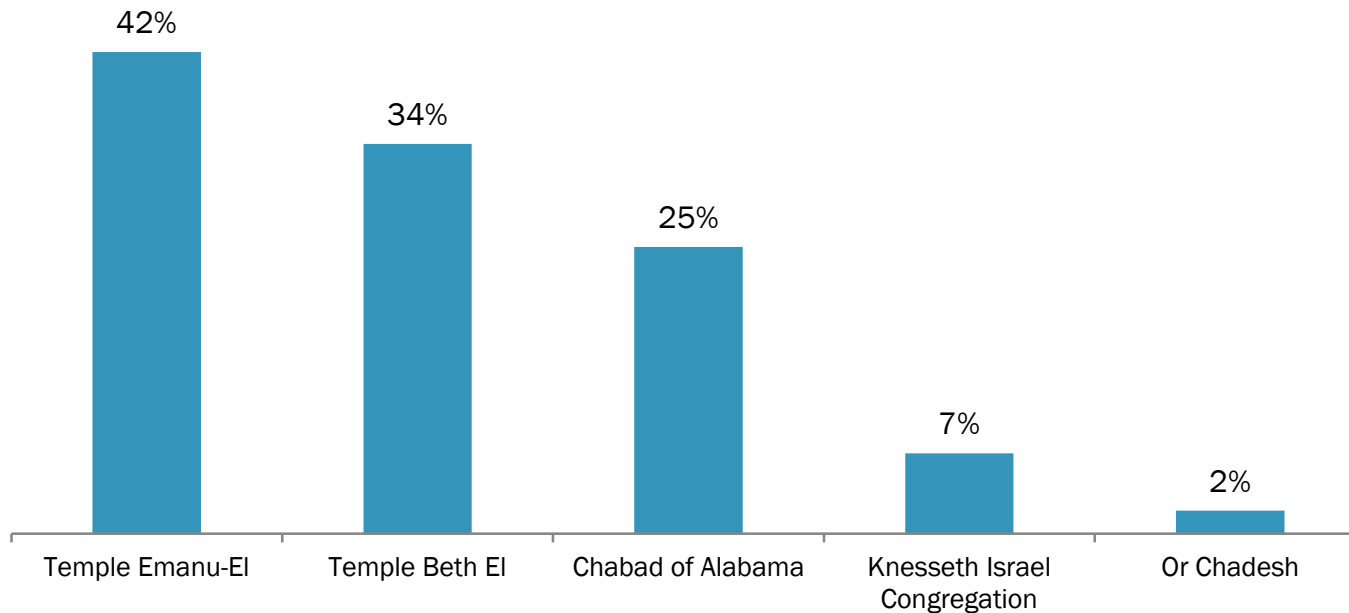
Respondent Characteristics

Synagogue Membership and Participation

- More than three-quarters of respondents (77%) report that they belong to/participate with a synagogue or Chabad.

Synagogue Membership and Participation (%)

Base: All Respondents (n=557)



Detailed Findings:

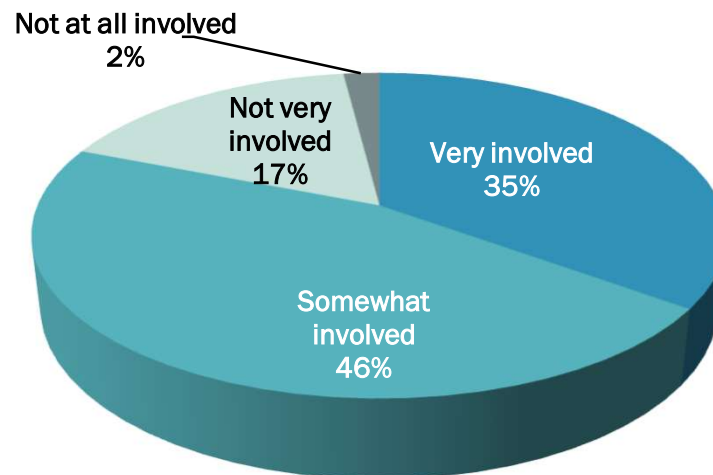
Engagement in the Birmingham Jewish Community

Engagement in the Birmingham Jewish Community

Involvement in the Jewish Community

- To better understand differences between those who are involved in the Jewish community, and those who are not, respondents were asked to self-rate their involvement.
- Just about one-fifth (19%) of respondents self-describe as “not involved,” sufficient to glean meaningful insights into who these people are and provide direction for increasing engagement.

Involvement in the Jewish Community over the Last Several Years (%)
(Base: Total Respondents; n=557)



Engagement in the Birmingham Jewish Community

Involvement in the Jewish Community (cont'd)

- Different segments self-report varying levels of involvement.
 - **Geography:** Those in the City of Birmingham, Mountain Brook and Vestavia/Hoover are significantly more likely to consider themselves to be “very” involved than those who live in Southeast Birmingham.
 - **Interfaith Households.** These respondents are significantly less involved in the Jewish community; 72% say they are at least somewhat involved, versus 83% from inmarried households.
 - **Age:** Interestingly, there is little difference in involvement reported by age cohort. However, those between the ages of 45-54 are significantly less likely to indicate community involvement than are those (35-44) and those (55-65).
 - **Household Income:** Significantly more of those who have household income of under \$100,000 (versus those over \$200,000) indicate they are not involved in the community.

Engagement in the Birmingham Jewish Community

Involvement in the Jewish Community (cont.)

Involvement in the Jewish Community of Birmingham (%)
(Total Respondents)

	Geography				Interfaith Household	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*	Yes	No
<i>n=</i>	50	89	282	104	94	463
Very Involved	12	36	41	36	22	38
Somewhat Involved	68	45	40	50	50	45
Not very involved	20	17	17	11	23	15
Not at all involved	--	2	2	3	5	2

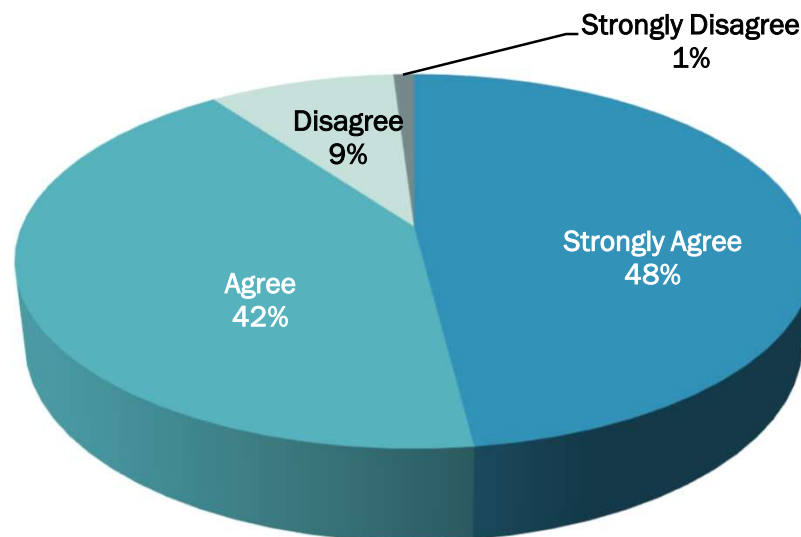
	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	75+	< \$100K	\$100K to \$200K	\$200K +
<i>n=</i>	53	70	73	108	144	109	93	104	146
Very Involved	30	43	25	43	35	33	29	37	48
Somewhat Involved	47	37	51	40	49	49	47	45	40
Not very involved	19	17	20	16	14	17	20	16	10
Not at all involved	4	3	4	2	1	2	3	1	2

Engagement in the Birmingham Jewish Community

Feel Part of Jewish Community

- “Feeling a part of a community” suggests a level of acceptance and welcoming, while community involvement is a choice on the part of the individual. It is important to point out that substantially more respondents feel a part of the community (90%) than indicate they are involved (81%).
 - Only one in ten (10%) respondents indicate they do not feel part of the community.

Feel Part of the Jewish Community in Birmingham (%)
(Base: Total Respondents; n=557)



Engagement in the Birmingham Jewish Community

Feel Part of Jewish Community (cont.)

- Different segments self-report varying levels of feeling a part of the community.
 - **Geography:** Significantly more respondents living in the Vestavia/Hoover and Mountain Brook areas feel a stronger connection to the community than those in Southeast Birmingham, or the city of Birmingham.
 - **Interfaith Households:** These respondents are significantly less likely to feel a part of the community; in fact, only 28% strongly agree that they feel a part of the community, versus 51% from inmarried households. This suggests an opportunity to further engage and welcome this growing segment.
 - **Age:** Those 55 and over are more likely to feel a part of the Jewish community than those 18-54. In fact, those 45-54 are significantly less likely to feel a part of the Jewish community.
 - **Synagogue/Chabad Membership.** Respondents who belong to a local synagogue or participate with Chabad are significantly more likely to report they feel a part of the Birmingham Jewish community.
 - **Household Income:** Income appears to impact a feeling of belonging in Birmingham; significantly more of those with incomes over \$100,000 feel a part of the Jewish community than those with lower income levels.

Engagement in the Birmingham Jewish Community

Feel Part of Jewish Community (cont.)

Feel Part of the Jewish Community of Birmingham (%)
(Total Respondents)

	Geography				Interfaith Household	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/ Hoover Area*	Yes	No
<i>n=</i>	50	89	282	104	94	463
Strongly Agree	22	47	56	46	28	51
Agree	58	38	38	50	50	41
Disagree	18	13	5	4	20	7
Strongly Disagree	2	2	1	--	2	1

	Age						Synagogue/ Chabad Members		Household Income		
	<35	35-44	45-54	55-64	65-74	75+	Yes	No	< \$100K	\$100K to \$200K	\$200K +
<i>n=</i>	53	70	73	108	144	109	426	131	93	104	146
Strongly Agree	34	36	40	54	51	56	51	37	34	52	60
Agree	47	51	38	38	45	38	41	47	49	40	34
Disagree	19	13	18	6	3	5	7	15	14	7	5
Strongly Disagree	--	--	4	2	1	1	1	1	3	1	1

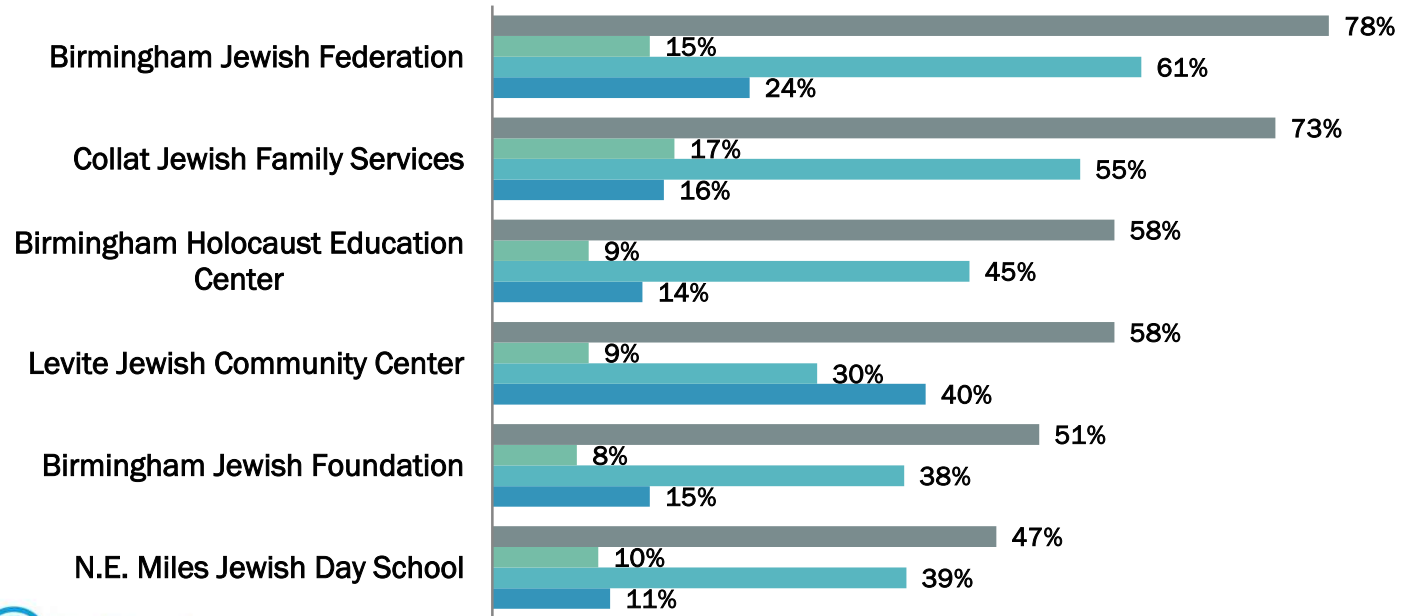
Engagement in the Birmingham Jewish Community

Organization Involvement

- Respondents indicated their involvement with local Jewish agencies and organizations.
 - Three-quarters report that they have some involvement with Birmingham Jewish Federation (78%) or Collat Jewish Family Services (73%).
 - Other than the JCC, most of the community involvement in these organizations is through financial support.

Involvement with Birmingham Jewish Organizations (%)

Base: All Respondents (n=557)



■ Total Involvement ■ Support as Volunteer ■ Support Financially ■ Use Services/Member



Engagement in the Birmingham Jewish Community

Organization Involvement (cont.)

- Different segments report varying levels of involvement with community organizations.
 - **Geography:** As noted earlier, those in Mountain Brook feel the most connected to the Jewish community. So, it is not surprising that more respondents living in this area are involved with the organizations tested than the other areas. Those in Southeast Birmingham are significantly less involved with the JCC and the Day School than those living in the other areas.
 - **Interfaith Households.** As noted earlier, these respondents are significantly less likely to feel a part of the community and as such are significantly less involved with all the Jewish organizations tested.
 - **Age:** Those under 45 are significantly more likely to be involved with the JCC, while those 55 and over are more involved with JFS, the Holocaust Education Center and the Foundation. Interestingly, Federation involvement is universal across most age cohorts (with fewer in the 45-54 segment).
 - **Household Income:** Those with income above \$100,000 are more involved with all organizations.
 - **Presence of children <18.** Respondents from households without children <18 are significantly more likely to be involved with Federation, JFS, The Holocaust Education Center and Jewish Foundation, while those with children are much more likely to be involved with the JCC.

Engagement in the Birmingham Jewish Community

Organization Involvement (cont.)

Involvement with Birmingham Jewish Organizations (%)
(Total Respondents)

	Geography				Interfaith Household	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*	Yes	No
<i>n=</i>	50	89	282	104	94	463
Birmingham Jewish Federation	72	76	83	79	65	81
Collat Jewish Family Services	66	61	82	72	60	76
Levite Jewish Community Center	18	63	70	53	50	60
Birmingham Holocaust Education Center	54	48	65	56	37	62
Birmingham Jewish Foundation	38	44	61	47	39	54
N.E. Miles Jewish Day School	34	47	50	50	30	50

Engagement in the Birmingham Jewish Community

Organization Involvement (cont.)

Involvement with Birmingham Jewish Organizations (%)
(Total Respondents)

	Age						Children <18		Household Income		
	<35	35-44	45-54	55-64	65-74	75+	Yes	No	< \$100K	\$100K to \$200K	\$200K +
<i>n=</i>	53	70	73	108	144	109	150	407	93	104	146
Birmingham Jewish Federation	74	73	63	75	85	88	71	81	66	86	86
Collat Jewish Family Services	38	51	66	81	90	81	57	79	67	71	79
Levite Jewish Community Center	70	71	57	57	55	49	69	54	49	63	69
Birmingham Holocaust Education Center	17	27	43	63	79	76	33	67	56	55	64
Birmingham Jewish Foundation	41	39	34	56	58	63	41	55	37	52	62
N.E. Miles Jewish Day School	34	46	44	51	51	44	49	45	41	44	55

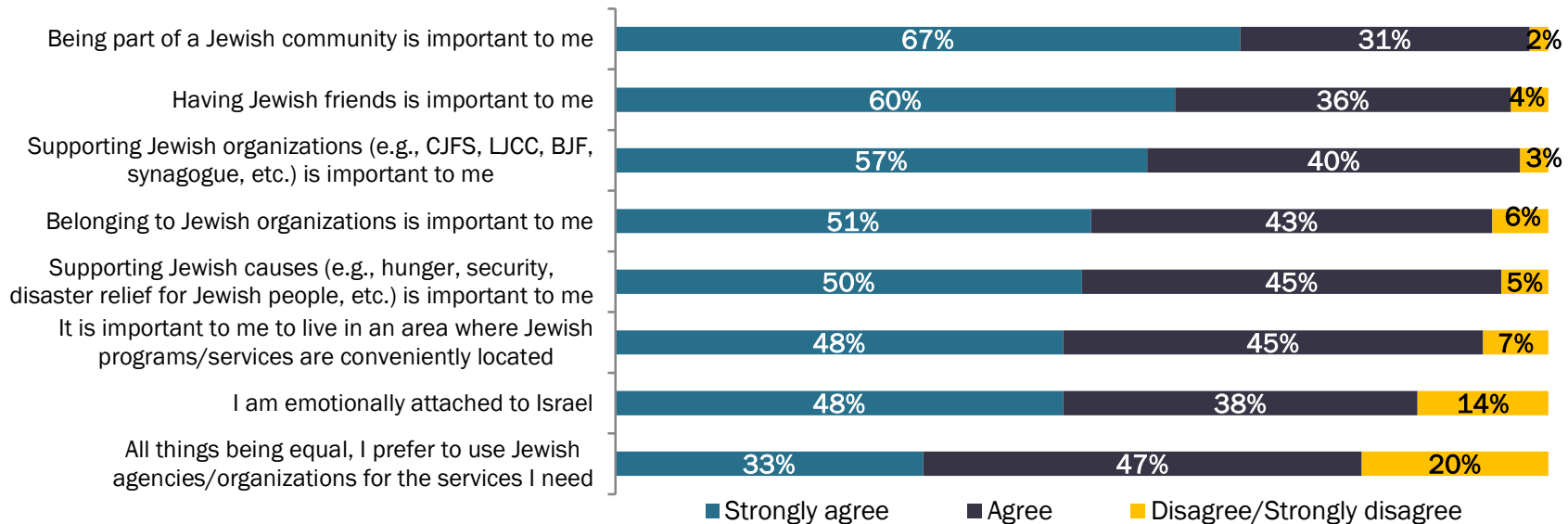
Detailed Findings: Jewish Identity

Jewish Identity

Attitudes of Community Members

- Two-thirds (67%) of respondents “strongly agree” that being part of a Jewish community is important to them; however only half say that belonging to Jewish organizations (51%) and living in an area where Jewish programs and services are located (48%) is important to them.
- Although close to six in ten (57%) participants “strongly agree” that it is important to support Jewish organizations, only one-third (33%) prefer the programs and services they need to be provided by Jewish organizations.

Attitudes of Community Members (%)
(BASE: Total Respondents, n=557)



Jewish Identity

Attitudes of Community Members (cont.)

- Different segments have different attitudes about their Jewish identity:
 - **Geography:** Those who live in Mountain Brook and the Vestavia/Hoover areas are significantly more likely to agree that belonging to Jewish organizations is important to them, while those living within the City of Birmingham and Southeast Birmingham are not only less interested in belonging, but they are also significantly less interested in living in area where Jewish programs and services located.
 - **Age:** Those over 55 are significantly more likely to want to be a part of a Jewish community, belong to and support Jewish organizations and be emotionally connected to Israel than their younger counterparts. Those between 45 and 54 are significantly less interested in belong to Jewish organizations or living in an area where Jewish programs and service are conveniently located.
 - **Interfaith Households:** These respondents are significantly less likely to agree that any of these factors are important to them than are respondents from inmarried households.
 - **Household Income:** Those with income over \$200,000 indicate that being part of Jewish community, belonging to and supporting Jewish organizations is significantly more important to them, than to those who have incomes of less than \$100,000.
 - **Presence of children <18:** Respondents from households without children <18 are significantly more likely to say that having Jewish friends is important to them, that they are emotionally attached to Israel, and that supporting Jewish organizations and causes is important to them.

Jewish Identity

Attitudes of Community Members (cont.)

Attitudes of Community Members (%)
(Base: Total Respondents; n=557; Strongly agree ratings)

	Geography				Interfaith Household		Children <18	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*	Yes	No	Yes	No
n=	50	89	282	104	94	463	150	407
Being part of a Jewish community is important to me	60	66	71	66	46	71	61	69
Belonging to Jewish organizations is important to me	44	40	57	56	32	55	47	53
Having Jewish friends is important to me	48	55	61	68	34	65	48	64
All things being equal, I prefer to use Jewish agencies/organizations for the services I need	28	28	36	37	21	36	30	35
I am emotionally attached to Israel	36	45	54	47	28	53	40	52
It is important to me to live in an area where Jewish programs/services are conveniently located	38	39	53	54	31	52	45	49
Supporting Jewish <u>organizations</u> (e.g., CJFS, LJCC, BJF, synagogue, etc.) is important to me	52	48	62	63	34	62	49	60
Supporting Jewish <u>causes</u> (e.g., hunger, security, disaster relief for Jewish people, etc.) is important to me	44	45	52	54	39	52	41	53

Jewish Identity

Attitudes of Community Members (cont.)

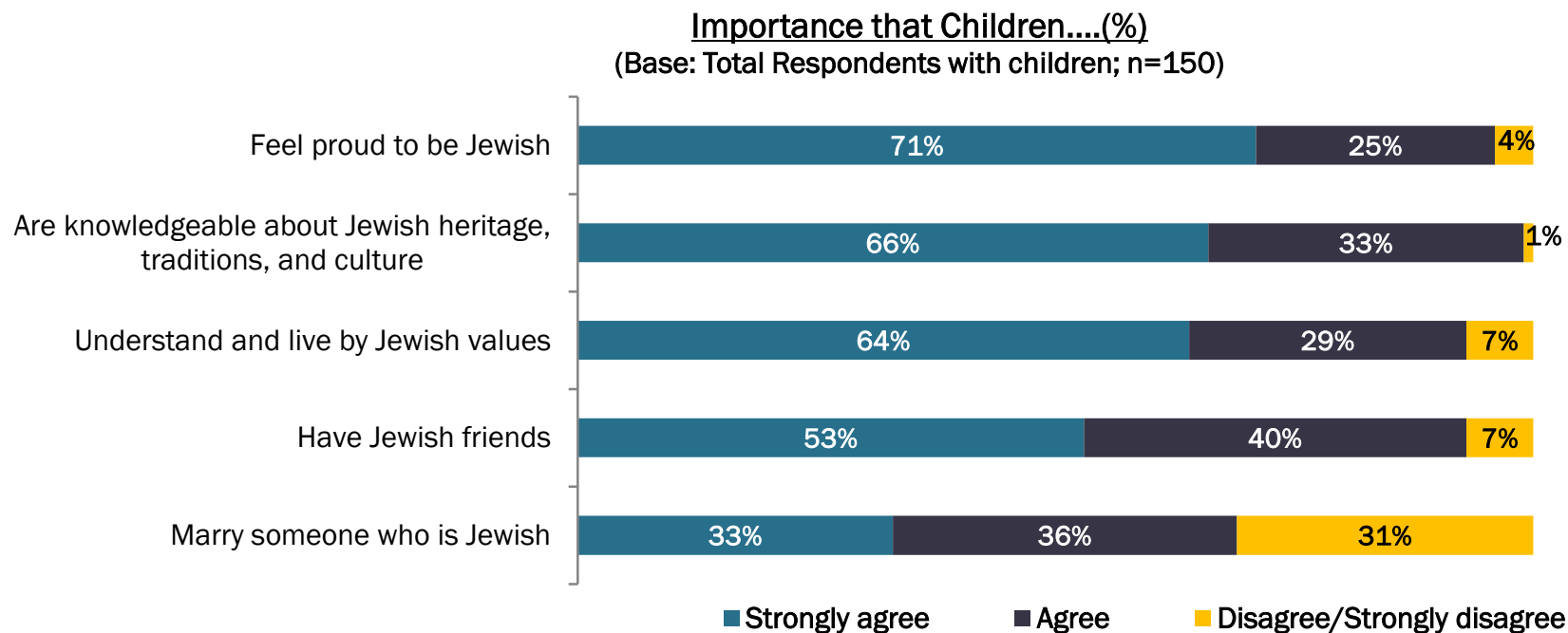
Attitudes of Community Members (%)
(Base: Total Respondents; n=557; Strongly Agree Ratings)

	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	74+	<\$100K	\$100K to \$200K	\$200K +
<i>n=</i>	53	70	73	108	144	109	93	104	146
Being part of a Jewish community is important to me	68	59	53	73	71	70	62	66	77
Belonging to Jewish organizations is important to me	47	46	36	59	53	59	45	50	60
Having Jewish friends is important to me	55	46	47	71	65	61	52	70	61
All things being equal, I prefer to use Jewish agencies/organizations for the services I need	19	29	25	41	35	39	31	33	38
I am emotionally attached to Israel	34	36	37	58	56	51	40	51	55
It is important to me to live in an area where Jewish programs/services are conveniently located	43	49	31	50	53	53	44	46	56
Supporting Jewish <u>organizations</u> (e.g., CJFS, LJCC, BJB, synagogue, etc.) is important to me	45	47	41	67	63	64	51	56	65
Supporting Jewish <u>causes</u> (e.g., hunger, security, disaster relief for Jewish people, etc.) is important to me	38	39	37	52	59	58	41	59	53

Jewish Identity

Attitudes of Parents

- Although more than seven in ten (71%) parents strongly agree that it is important for their children to feel proud to be Jewish, only about half (53%) believe it is important for them to have Jewish friends.
- While one-third (33%) believe it is important for their child to marry someone who is Jewish, a similar portion (31%) do not see this as important.



Jewish Identity

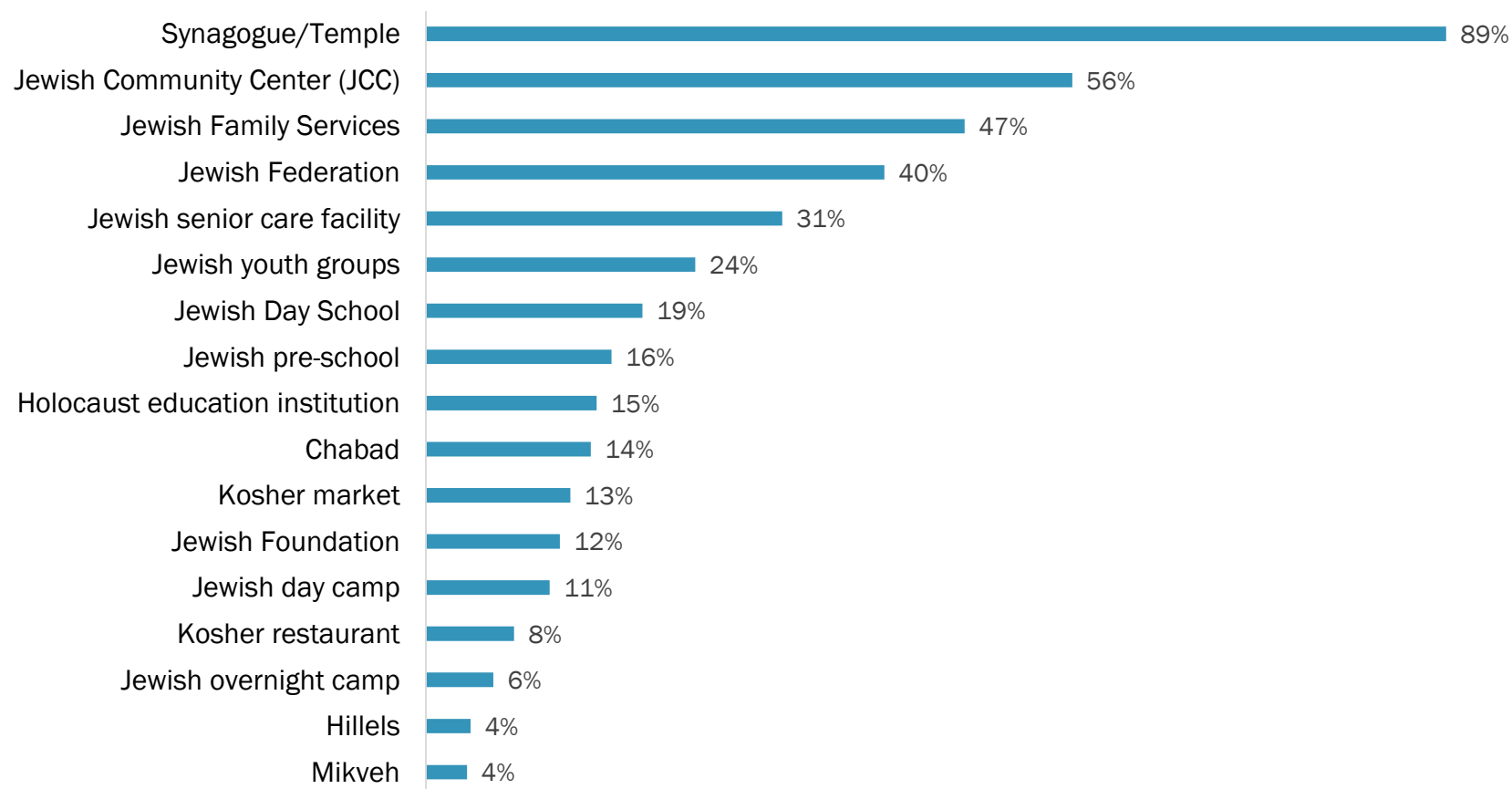
Priorities for Jewish Life: Institutions

- As part of the strategic planning process, it is important to learn what BJF's community values, most of all, in its Jewish lives. This information will provide guidance for making decisions about how to allocate Federation funding.
- The first step is to determine which Jewish institutions are most important. From a list of 17 options, respondents were asked to imagine they were moving to a new community, and to select the 5 institutions that would be most important in order to assure that they could continue to participate in Jewish life to the extent they wanted to.
 - Not surprising, close to nine in ten (89%) identify a synagogue or temple as critical to their Jewish life. A JCC is a not-so-close second (56%), followed by Jewish Family Services (47%) and then Federation (40%).
 - It is important to point out the strong desire for organizations that do not have a strong presence in Birmingham:
 - Three in ten (31%) indicate that a Jewish Senior care facility is necessary
 - One-quarter (24%) are looking for youth groups.
 - Two in ten (19%) believe a Jewish Day School is necessary.

Jewish Identity

Priorities for Jewish Life: Institutions (cont.)

Top 5 Most Necessary Jewish Institutions If Moving to New Community(%)
(Base: All Respondents; n=557)



Jewish Identity

Priorities for Jewish Life: Programming

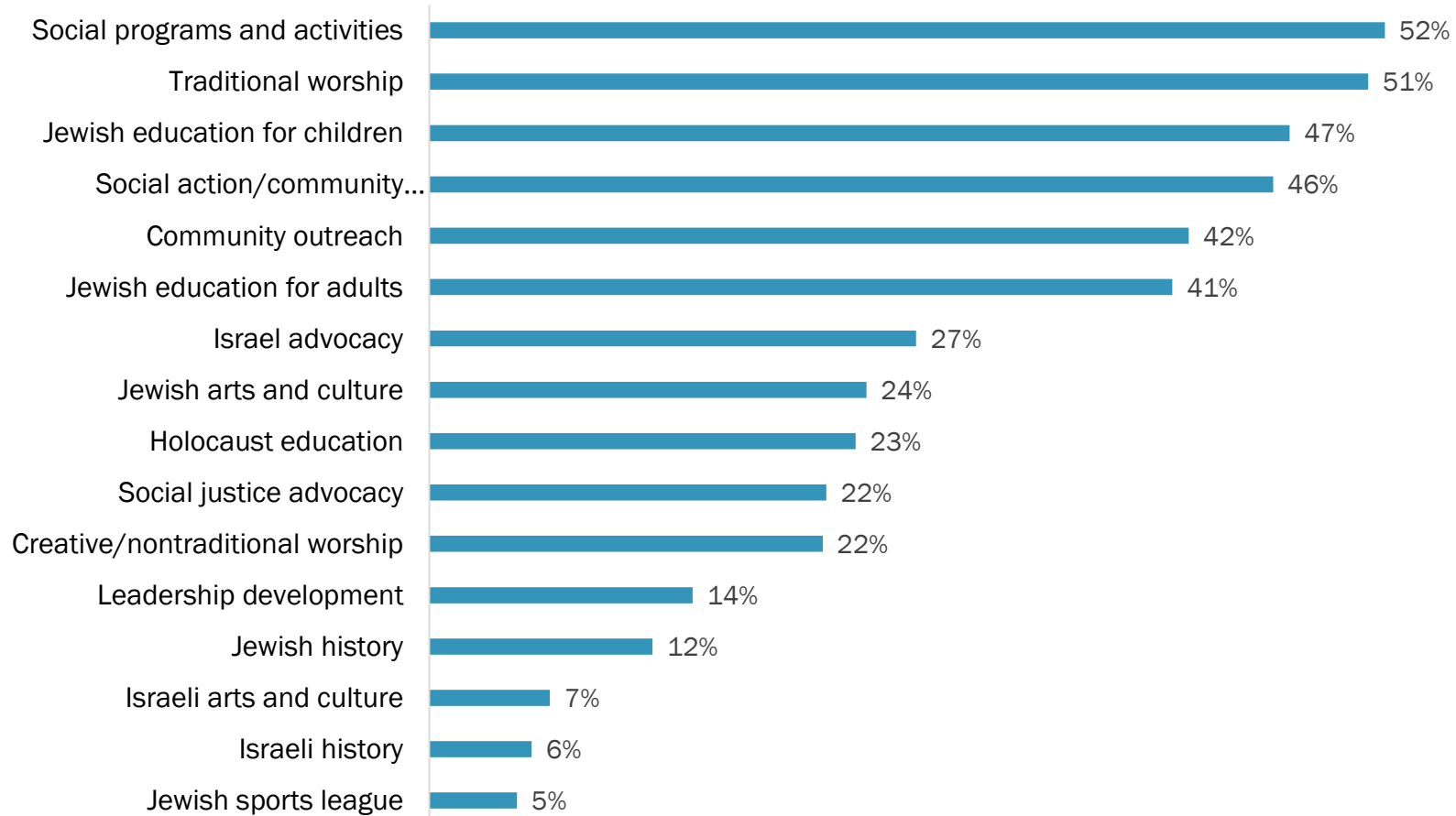
- The next step was to determine what kinds of Jewish programs are most important. From a list of 16 options, respondents were asked to continue imagining they were moving to a new community, and to select the 3 types of programming that would be most important to assure that they could continue to participate in Jewish life to the extent they wanted to.
- Just about half of respondents select social programs/activities (52%); traditional worship (51%); Jewish Education for children (47%) and social action/community service (46%) as a top priority for a community where they live. Following that, there is also a relatively high level of support for community outreach (42%) and Jewish education for adults (41%).

Jewish Identity

Priorities for Jewish Life: Programming (cont.)

Top 5 Most Necessary Jewish Programming If Moving to a new Community(%)

(Base: All Respondents; n=557)



Detailed Findings:

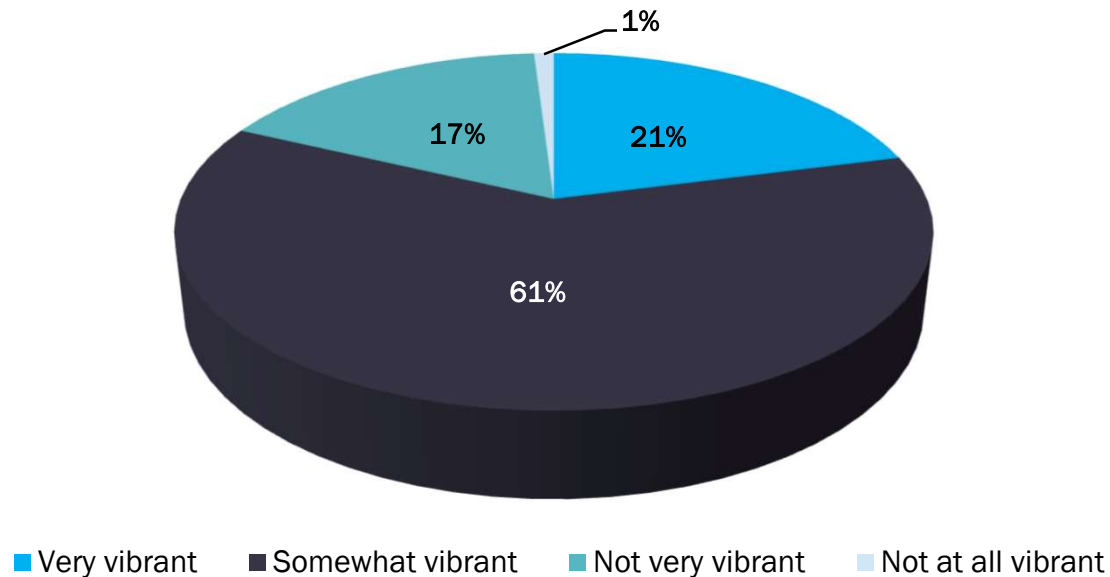
Perceptions of the Birmingham Jewish Community (Current and Future)

Perceptions of the Birmingham Jewish Community

Vibrancy

- While most (82%) find the Jewish community in Birmingham to be “vibrant,” only 1 in 5 respondents (21%) say it is “very vibrant.”

Perceived Vibrancy of the Jewish Community of Birmingham (%)
(Base: Total Respondents; n=577)



Perceptions of the Birmingham Jewish Community

Vibrancy (continued)

- Those who find the Birmingham Jewish Community “vibrant” (very vibrant and somewhat vibrant) are more likely to:
 - Be 65+ (91%)
 - Not have children under 18 living in their house (86%)
 - Have household income over \$100,000 (86%)
 - Live in Mountain Brook (85%)
 - Be in an inmarried household (83%)
- Those who find the Birmingham Jewish Community “not very/not at all” vibrant are more likely to:
 - Be under age 55 (31%)
 - Have children under 18 (31%)
 - Be in an interfaith household (27%)
 - Live in Southeast Birmingham (26%)
 - Have household income of under \$100,000 (26%)

Perceptions of the Birmingham Jewish Community

Vibrancy (Continued)

Perceived Vibrancy of Jewish Birmingham(%)

(Base: Total Respondents; n=557)

	Geography				Interfaith Household		Children <18	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*	Yes	No	Yes	No
n=	50	89	282	104	94	463	150	407
Very Vibrant	18	18	22	19	18	21	14	23
Somewhat Vibrant	56	62	64	59	55	62	55	63
Not Very Vibrant	26	16	14	22	27	15	28	13
Not at all Vibrant	--	5	1	--	--	1	3	1

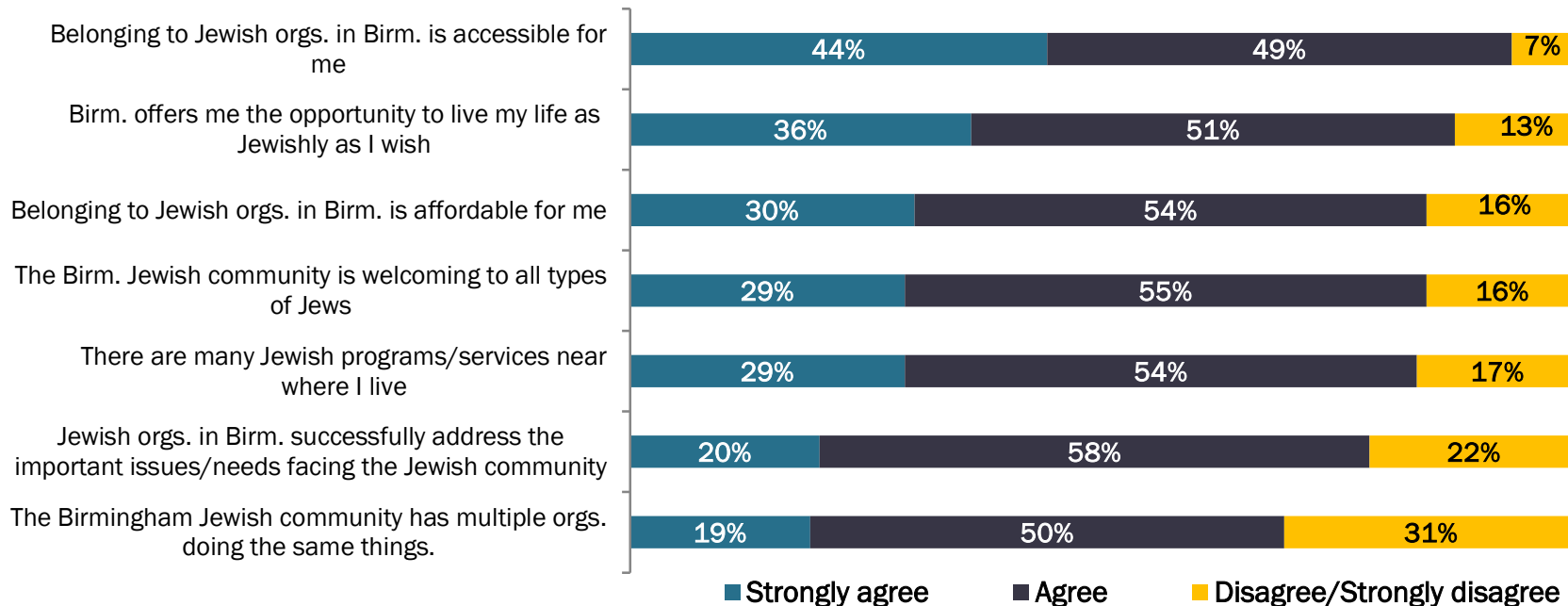
	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	74+	<\$100K	\$100K to \$200K	\$200K +
n=	53	70	73	108	144	109	93	104	146
Very Vibrant	9	19	7	17	26	33	14	24	21
Somewhat Vibrant	60	59	53	65	67	57	60	63	66
Not Very Vibrant	26	20	36	19	8	10	23	13	13
Not at all Vibrant	4	3	4	--	--	--	3	--	1

Perceptions of the Birmingham Jewish Community

Attitudes of Community Members

- Overall, respondents are somewhat satisfied with the Birmingham Jewish Community, and how it affords them the opportunity to live as “Jewishly” as they wish. While more than eight in ten agree that the community is welcoming, accessible, affordable and provides services near where they live; no more than four in ten agree strongly with any of the factors, suggesting that there is room for improvement.

Attitudes of Community Members (%)
(BASE: Total Respondents, n=557)



Perceptions of the Birmingham Jewish Community

Attitudes of Community Members (cont.)

- Different segments have different attitudes about the Jewish Community of Birmingham:
 - **Age:** Those over 65 are significantly more likely to agree that Birmingham offers them the opportunity to live their life as “Jewishly” as they wish; which includes affordability and addressing important community issues.
 - Significantly more of those between 55 and 65 agree that the community is accessible for them.
 - Those between 35 and 44 are significantly more likely to agree that the Birmingham Jewish Community has multiple organizations doing the same thing.
 - **Household Income:** Not surprising, those with incomes under \$100,000 are significantly less likely to agree that belonging to Jewish organizations is affordable for them.
 - Those with incomes over \$200,000 are more likely to agree that the Birmingham Jewish Community has multiple organizations doing the same thing.
 - **BJF Relationship:** As would be expected, respondents who have an excellent or good perception of BJF or are BJF donors are significantly more likely to agree that Jewish Birmingham meets their needs.
 - However, those who have a poor or fair perception of BJF are more likely to agree that the Birmingham Jewish Community has multiple organizations doing the same thing.
 - **Reorganization/Unification:** Those in favor of unifying programs and services are significantly more likely to agree that there are multiple organizations doing the same thing.

Perceptions of the Birmingham Jewish Community

Attitudes of Community Members (cont.)

Attitudes of Community Members (%)
(Base: Total Respondents; n=557; Total Agree* Ratings)

	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	74+	<\$100K	\$100K to \$200K	\$200K +
n=	53	70	73	108	144	109	93	104	146
The Birmingham Jewish community is welcoming to all types of Jews	72	80	74	90	87	92	80	89	86
Belonging to Jewish organizations in Birmingham is affordable for me	75	73	74	84	91	93	67	86	95
Belonging to Jewish organizations in Birmingham is accessible for me	83	91	85	99	97	94	91	95	95
Jewish organizations in Birmingham successfully address the important issues/needs facing the Jewish community	64	71	63	79	83	92	74	83	79
The Birmingham Jewish community has multiple organizations doing the same things.	72	81	63	66	66	71	61	68	74
There are many Jewish programs/services near where I live	79	76	74	88	86	88	80	83	91
Birmingham offers me the opportunity to live my life as Jewishly as I wish	75	80	75	85	92	97	83	87	88

*Total agree = Strongly agree and agree

Perceptions of the Birmingham Jewish Community

Attitudes of Community Members (cont.)

Attitudes of Community Members (%)
(Base: Total Respondents; n=557; Total Agree* Ratings)

	Perception of BJF			Donor to Federation		Unification of Programs and Services		Unification of Giving	
	Excellent	Good	Fair/Poor	Yes	No	Yes (Top 2)	No (Bottom 2)	Yes (Top 2)	No (Bottom 2)
The Birmingham Jewish community is welcoming to all types of Jews	97	88	67	91	75	85	79	89	74
Belonging to Jewish organizations in Birmingham is affordable for me	91	88	75	89	76	84	82	87	79
Belonging to Jewish organizations in Birmingham is accessible for me	98	97	85	97	87	92	97	95	91
Jewish organizations in Birmingham successfully address the important issues/needs facing the Jewish community	94	86	48	85	67	79	74	83	72
The Birmingham Jewish community has multiple organizations doing the same things.	74	64	75	73	62	73	51	72	61
There are many Jewish programs/services near where I live	91	88	69	89	75	84	82	85	81
Birmingham offers me the opportunity to live my life as Jewishly as I wish	97	91	69	93	77	88	87	91	79

*Total agree = Strongly agree and agree

Perceptions of the Birmingham Jewish Community

Organizations and Institutions

- Respondents who previously selected an organization/institution as one of five most necessary to them to participate in Jewish life in a new community, were asked to rate the strength of those organizations within the current Birmingham Jewish community.
- Looking specifically at those selected as necessary by 15% or more respondents:
 - The top-rated (90-99%) Jewish organizations are Jewish Family Service and Jewish Federation.
 - The next tier (80-89%) include Holocaust education institution, Jewish pre-school and synagogue/temple.
- It is important to note the relatively lower ratings of strength on several key organizations/institutions that at least 15% of respondents believe are important to them: Jewish Day School (60%), JCC (58%), and Jewish Youth Groups (44%).
- Although a Jewish senior care facility is selected as necessary by close to one-third of respondents, Birmingham does not currently offer this type institution.

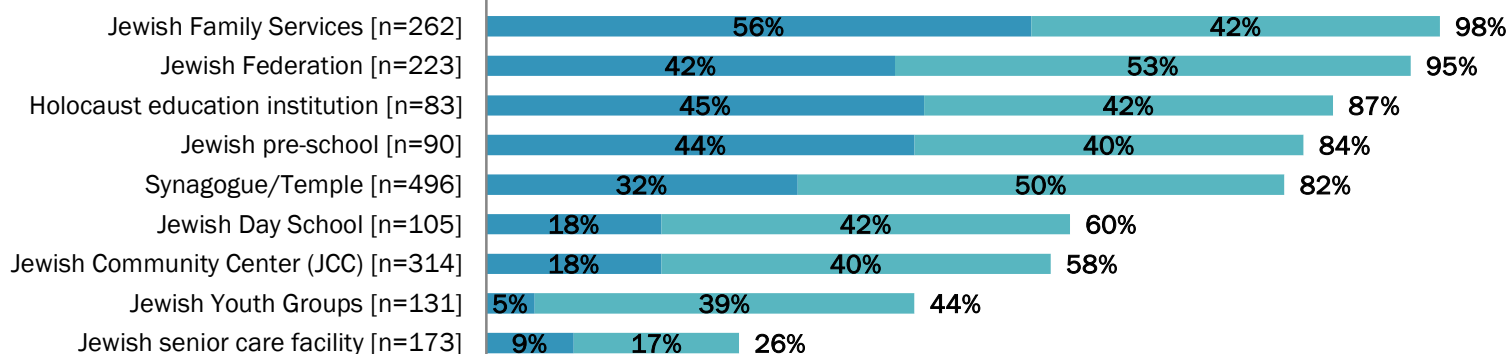
Perceptions of the Birmingham Jewish Community

Organizations and Institutions (cont.)

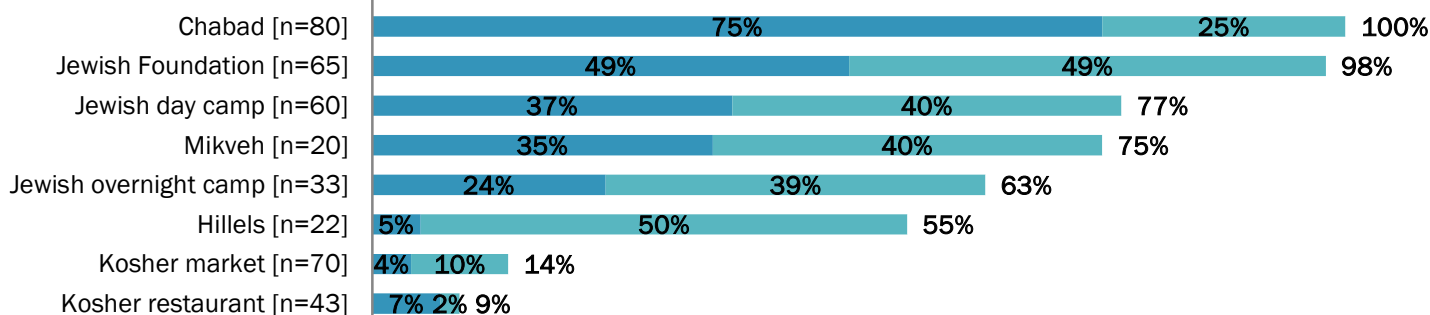
Strength of Jewish Organizations Selected as Most Necessary** (%)

(Base: Respondents selecting each organization as 1 of 5 most necessary; n's are variable)

15% or more respondents
selected as most necessary



Fewer than 15% of respondents
selected as most necessary



■ Very Strong ■ Strong Total % shown at end of bar



** n indicates the number of respondents who selected this organization as one of the five most necessary to participate in Jewish life in a new Jewish community (see slide 37)



Perceptions of the Birmingham Jewish Community

Jewish Programming

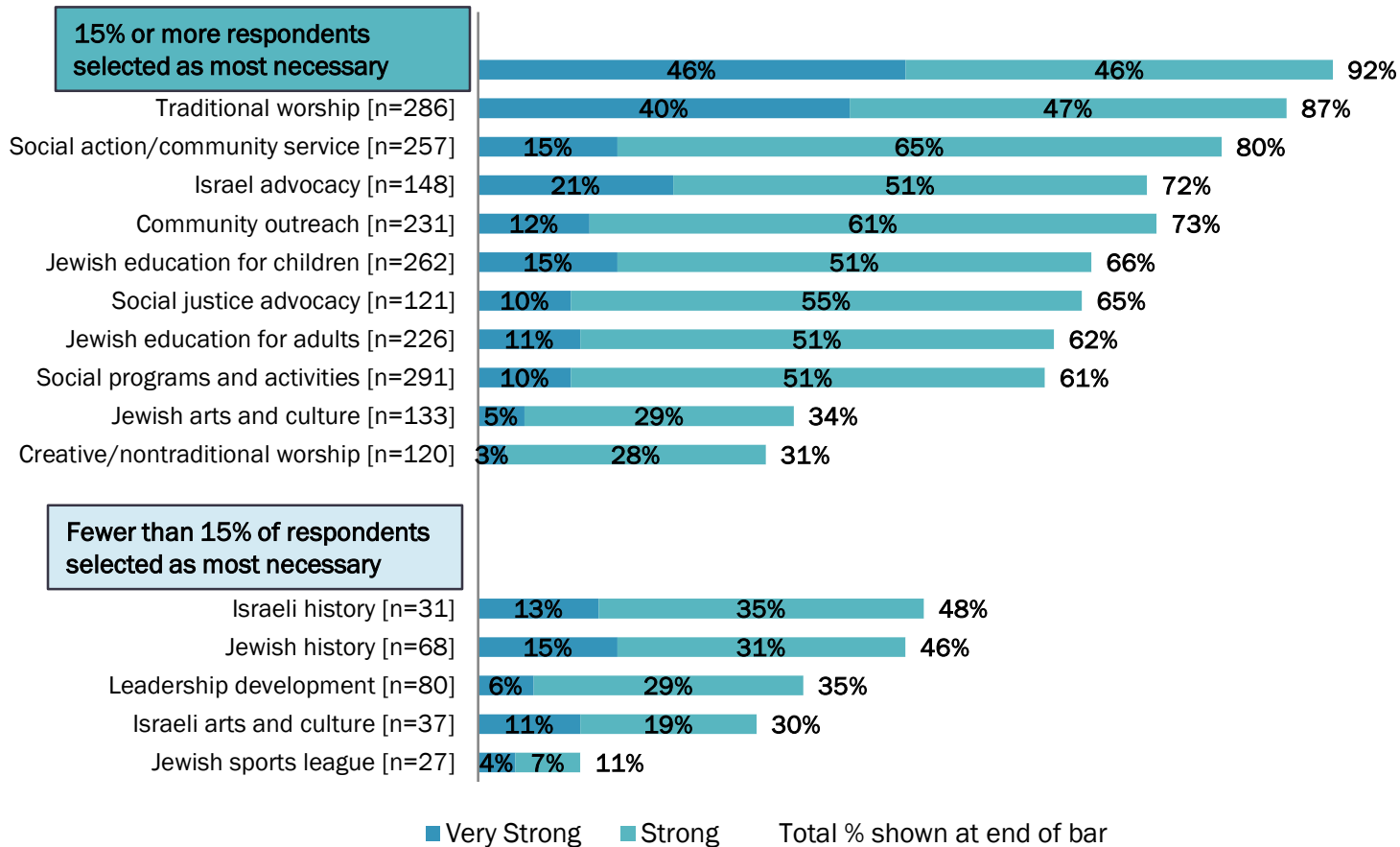
Respondents also selected up to five Jewish programming areas that would be most necessary to them to participate in Jewish life in a new community, and to rate the strength of that programming within the Birmingham Jewish community.

- Looking specifically at those selected as necessary by 15% or more respondents:
 - The top-rated (80% to 92%) Jewish programs in Birmingham include Holocaust education, traditional worship, and social action.
 - The next tier (61% to 74%) include community outreach, Israel advocacy, Jewish education for Children, Social Justice advocacy, Social programs and activities, and Jewish education for adults.
 - It is important to note the relatively lower ratings of strength on several programs that at least 15% of respondents believe are important to them: Jewish arts and culture (35%), and creative/nontraditional worship (32%).

Perceptions of the Birmingham Jewish Community

Jewish Programming (Continued)

Strength of Jewish Programming Selected as Most Necessary (%)**
 (Base: Respondents selecting each programming factor as 1 of 5 most necessary; n's are variable)



Perception of the Birmingham Jewish Community

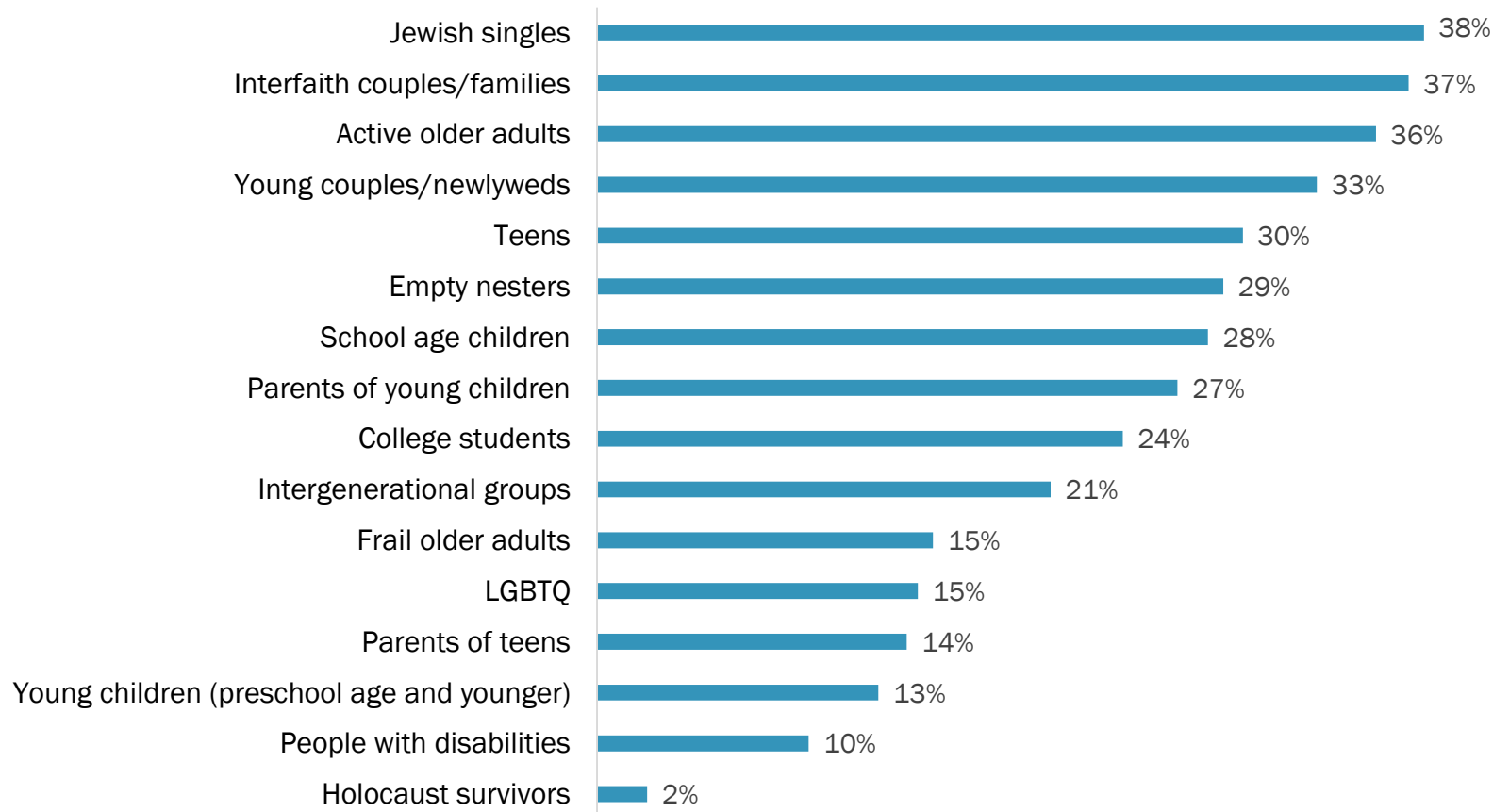
Audiences Needing More Programs and Services

- Although more than nine in ten (94%) respondents suggest that there is at least one audience that would benefit from additional Jewish programs and services, no audience is selected by more than 40% of respondents. This suggests that the current programming coverage in Birmingham is good, but not great.
- Several of the audiences suggested for new programming (Jewish singles; Interfaith couples/families; Young couples/newlyweds; and teens) have been defined as areas for growth in other Jewish communities. These audiences typically have a more difficult time finding a place to fit in a Jewish community.
- **Age** is the only segmentation area where significant differences are seen, with more of those under 35 suggesting that additional programming is needed for these previously defined segments:
 - Interfaith couples/families (57%)
 - Young couples/newlyweds (62%)
 - Jewish singles (53%)

Perception of the Birmingham Jewish Community

Audiences Needing More Programs and Services (cont.)

Audiences Needing More Programming (%)
(Base: All Respondents; n=557)



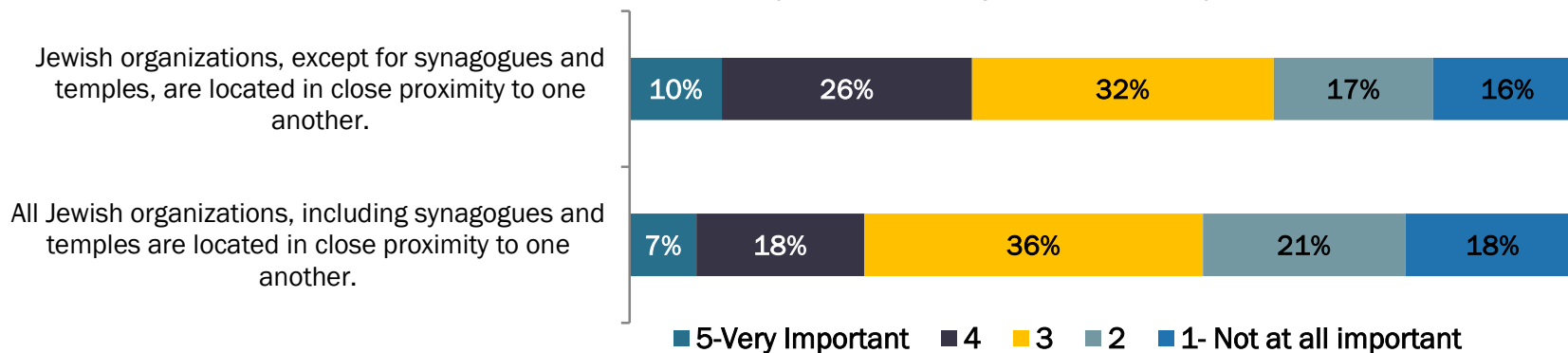
Future of the Birmingham Jewish Community

Location of Jewish Organizations

- When considering the idea of Jewish organizations (except synagogues) in Birmingham being close to each other, respondents do not have a strong opinion one way or the other. Just about the same portion (36%) believe it is important to have them close together, as do not (33%), or have no opinion (31%).
- However, when this concept includes synagogues, significantly fewer are in favor (25%) and more (39%) do not think that this move would be important for the future of Jewish Birmingham or have no opinion (36%).

Attitudes of Community Members: Future of Birmingham (%)

(BASE: Total Respondents, n=557)

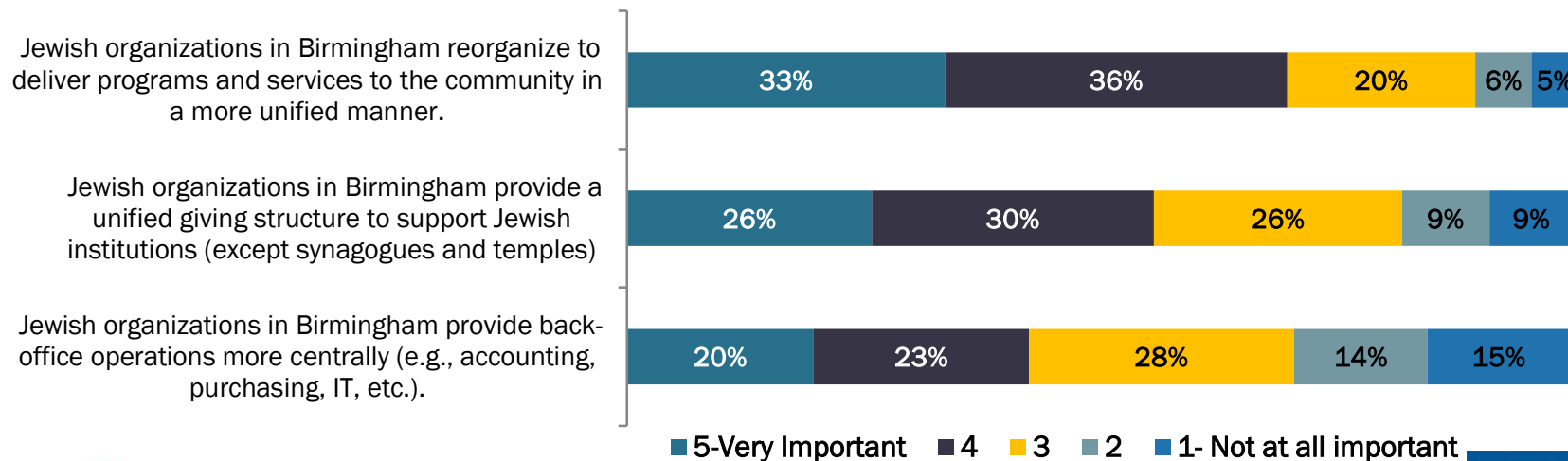


Future of the Birmingham Jewish Community

Unification/ Reorganization in the Future

- A substantial majority (69%) of respondents think it is important for Jewish organizations to reorganize and provide services in a more unified manner, and very few (11%) are opposed to the idea.
- Although fewer are in favor of a unified giving structure – more than half (56%) agree that this is also important, with 18% opposed.
- Interestingly, substantially fewer (43%) see the importance of back-office operations being centralized, with 29% opposed to the idea.

Attitudes of Community Members: Future of Birmingham (%)
(BASE: Total Respondents, n=557)

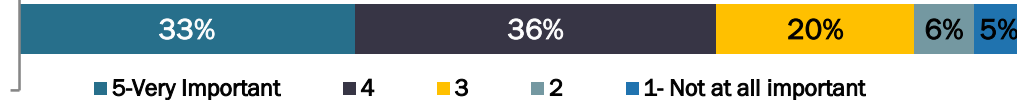


Future of the Birmingham Jewish Community

Unification/ Reorganization in the Future (continued)

The idea of *reorganizing to deliver programs and services to the community in a more unified manner* is an important part of the strategic planning process, and as such, understanding “who” in the community is in favor and who is opposed assists in making recommendations moving forward.

Jewish organizations in Birmingham reorganize to deliver programs and services to the community in a more unified manner.



- Those who are “in favor”(rated 4 and 5 on 5-point scale of importance) are more likely to:
 - Think it is important to have a unified giving structure (90%)
 - Have an excellent perception of BJF (79%)
 - Donate to Federation (75%)
 - Be very involved in the Jewish community in Birmingham (74%)
 - Belong to a synagogue/Chabad (72%)
 - Perceive Jewish Birmingham to be at least somewhat vibrant (71%)
- Those who are “opposed”(rated 1 and 2 on a 5-point scale of importance) are,,,,:
 - Less likely to think it is important to have a unified giving structure (43%)
 - Less likely to perceive Jewish Birmingham as vibrant (16%)
 - Less likely to have positive impressions of BJF (13%)

Future of the Birmingham Jewish Community

Unification/ Reorganization in the Future (continued)

Reorganization of Programming(%)

(Base: All Respondents; n=557)

	Age						Perception of BJJ			Unified Giving	
	<35	35-44	45-54	55-64	65-74	74+	Excellent	Good	Fair/Poor	Yes (Top 2)	No (Bottom 2)
n=	53	70	73	108	144	109	131	261	124	308	100
5: Very important	17	46	33	34	37	27	42	33	29	50	9
4	47	29	34	33	35	40	37	35	37	40	22
3	23	17	21	18	19	22	16	19	22	8	26
2	6	3	4	10	5	6	2	7	7	2	20
1: Not at all important	7	5	8	5	3	4	2	6	6	1	23

	Involvement in Community			BJJ Donor		Vibrancy of Birmingham			Synagogue/ Chabad Member	
	Very	Some-what	Not	Yes	No	Very	Some-what	Not	Yes	No
n=	197	256	104	337	20	114	340	103	426	131
5: Very important	43	29	27	38	26	37	33	29	37	23
4	31	36	46	37	35	36	37	31	35	37
3	15	24	17	16	26	20	18	24	18	25
2	6	6	6	5	7	2	7	7	5	9
1: Not at all important	6	5	4	5	6	5	4	9	5	5

Future of the Birmingham Jewish Community

Unification/ Reorganization in the Future (continued)

Similarly, the idea of *Jewish organizations in Birmingham providing a unified giving structure to support Jewish institutions* is also an important part of the strategic planning process, and again, understanding “who” in the community is in favor and who is opposed assists in making recommendations moving forward.

Jewish organizations in Birmingham provide a unified giving structure to support Jewish institutions (except synagogues and temples)



- Those who are “in favor”(rated 4 and 5 on a 5-point scale of importance) are more likely to:
 - Think it is important to unify programming (71%)
 - Have an excellent perception of BJF (70%)
 - Donate to Federation (60%)
 - Belong to a synagogue/Chabad (58%)
 - Perceive Jewish Birmingham to be at least somewhat vibrant (59%)
- Those who are “opposed”(rated 1 and 2 on a 5-point scale of importance) are...:
 - Less likely to think it is important to have a unified programming (71%)
 - Between the ages of 45-54 (29%)
 - Less likely to perceive Jewish Birmingham as vibrant (27%)
 - Less likely to have a positive impression of BJF (25%)
 - Less likely to donate to Federation (22%)

Future of the Birmingham Jewish Community

Unification/ Reorganization in the Future (continued)

Unified Giving(%)
(Base: All Respondents; n=557)

	Age						Perception of BJJ			Unified Programming	
	<35	35-44	45-54	55-64	65-74	74+	Excellent	Good	Fair/Poor	Yes (Top 2)	No (Bottom 2)
<i>n=</i>	53	70	73	108	144	109	131	261	124	386	61
5: Very important	21	27	30	23	26	27	36	26	18	35	3
4	28	39	16	32	33	26	34	31	27	37	8
3	3	23	25	25	24	31	20	28	31	21	18
2	9	1	12	13	7	11	7	8	13	5	25
1: Not at all important	6	10	16	7	10	5	3	8	12	3	46

	Involvement in Community			BJF Donor		Vibrancy of Birmingham			Synagogue/ Chabad Member	
	Very	Some-what	Not	Yes	No	Very	Some-what	Not	Yes	No
<i>n=</i>	197	256	104	337	220	114	340	103	426	131
5: Very important	32	24	18	29	21	26	30	12	27	21
4	28	30	33	32	26	33	29	27	31	25
3	25	26	32	25	30	31	23	34	24	34
2	8	10	9	8	11	4	10	13	9	11
1: Not at all important	7	10	9	7	11	6	8	15	9	8

Detailed Findings:

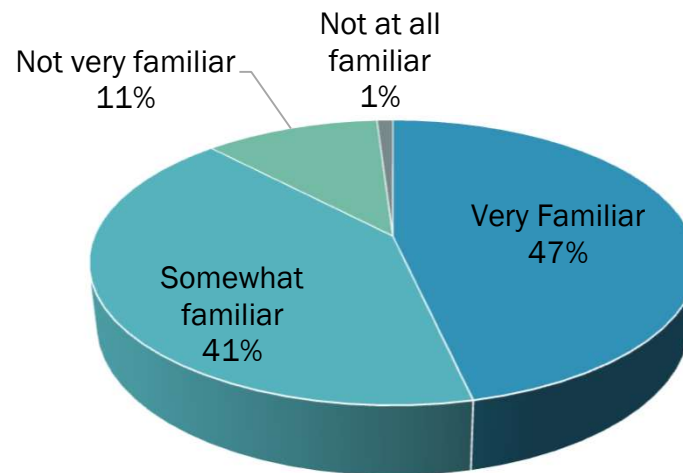
Community Perspectives on The Birmingham Jewish Federation

Perspectives on The Birmingham Jewish Federation

Familiarity

- To begin to understand impressions of Federation, it is helpful to learn respondents' familiarity with it. As shown, nearly 9 in 10 respondents say they are "familiar" (very and somewhat).

Familiarity with The Birmingham Jewish Federation (%)
(Total Respondents)



Perspectives on The Birmingham Jewish Federation

Familiarity

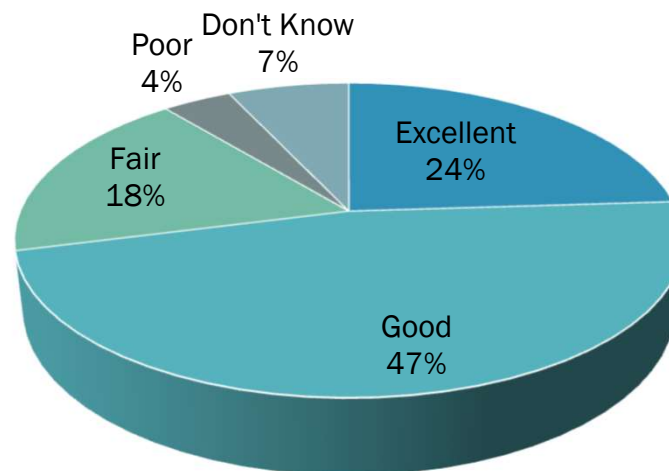
- There are some differences in familiarity by segment:
 - **Geography.** Familiarity with BJF is significantly lower in Southeast Birmingham; only 22% say they are “very familiar”.
 - **Interfaith.** Twenty-eight percent (28%) of interfaith families say they are very familiar with BJF, versus 50% inmarried households.
 - **Income:** Sixty percent (60%) of respondents from households with income above \$200k are very familiar with BJF, versus 33% of households with income <\$100k.
 - **Jewish community involvement.** Respondents who describe themselves as less involved in the Jewish community are significantly less likely to be familiar with BJF; 21% are very familiar, versus 71% of people who are very involved in the Jewish community.

Perspectives on The Birmingham Jewish Federation

Impressions

- Overall, impressions of BJJ are solid, with only 22% of respondents sharing a negative impression (fair and poor). That said, an aspirational goal for the organization will be to move people from their belief that BJJ is “good” (47%) to a conviction – based on evidence – that it is “excellent” at what it does.

Impressions of The Birmingham Jewish Federation (%)
(Base: Total Respondents, n= 557)



Perspectives on The Birmingham Jewish Federation

Impressions (continued)

- There are some differences between segments in the way that BJF is perceived:
 - **Age.** Older respondents tend to have more positive impressions of BJF than younger respondents; 77% of respondents 65+ perceive BJF as “excellent or good”, versus 58% of respondents <35.
 - **Perceived vibrancy of the Jewish community.** Respondents who believe that the Birmingham Jewish community is “very vibrant” are significantly more likely to rate BJF as “excellent” (47%) than are people who do not believe the Jewish community is vibrant (5%).
 - **Jewish community involvement.** Respondents who describe themselves as more involved in the Jewish community are also more positive about BJF than are respondents who are less involved.

Perspectives on The Birmingham Jewish Federation

Impressions (continued)

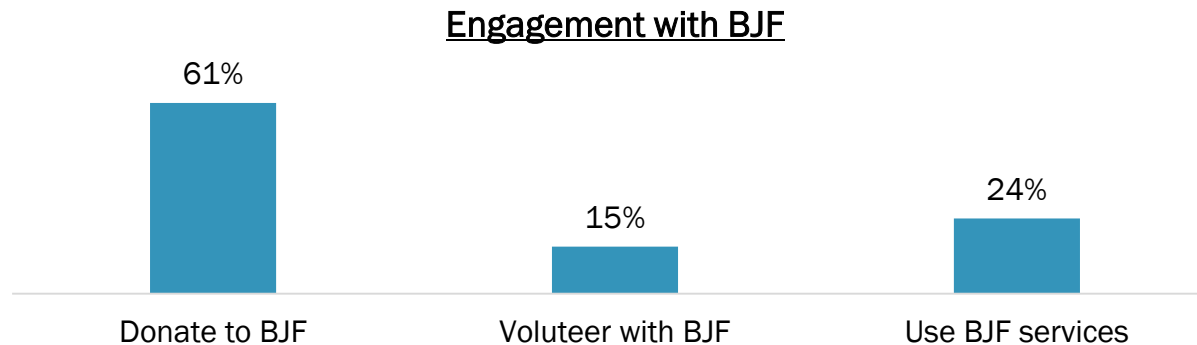
Impressions of The Birmingham Jewish Federation (%)
(Base: Total Respondents, n= 557)

	Age						Vibrancy of Birmingham			Involvement in Community		
	<35	35-44	45-54	55-64	65-74	74+	Very	Some- what	Not	Very	Some- what	Not
<i>n=</i>	53	70	73	108	144	109	114	340	103	197	256	104
Excellent	11	29	16	24	29	24	47	21	5	37	19	9
Good	47	40	45	43	48	54	41	51	41	44	53	39
Fair	26	23	21	20	17	10	8	19	27	13	17	32
Poor	6	7	7	4	2	2	2	1	15	3	3	8
Don't Know	9	1	11	8	5	10	2	8	12	4	8	13

Perspectives on The Birmingham Jewish Federation

Engagement with BJJ

- Overall, 78% of respondents are involved with BJJ in some way, with financial support being the number one way that respondents engage with it. There are significant differences in engagement across segments:
 - Geography.** Respondents from Southeast Birmingham are least likely to be engaged with BJJ in any way.
 - Age.** Respondents <45 are most likely to use BJJ services (41%), and to volunteer with it (24%). Financial support of BJJ is highest among respondents ages 55-74.
 - Interfaith.** Though interfaith households use BJJ as much as in-married households, they are less likely to support it financially (40% donate).



Perspectives on The Birmingham Jewish Federation

Engagement with BJJ (cont.)

- **Income.** Respondents with HHI of \$200k+ are significantly more likely than others to donate to BJJ (75%).
- **Involvement in Jewish community.** People who describe themselves as very involved are more likely to be engaged with Federation in every way.
- **Synagogue/Chabad membership.** Though members are more likely to use BJJ services (28% do, versus 10% of non-members), they are no more likely than non-members to contribute time nor money to BJJ.
- **Unification of programs, services and giving.** Participants who support unification are more likely to support BJJ with financial contributions and by volunteering.

Perspectives on The Birmingham Jewish Federation

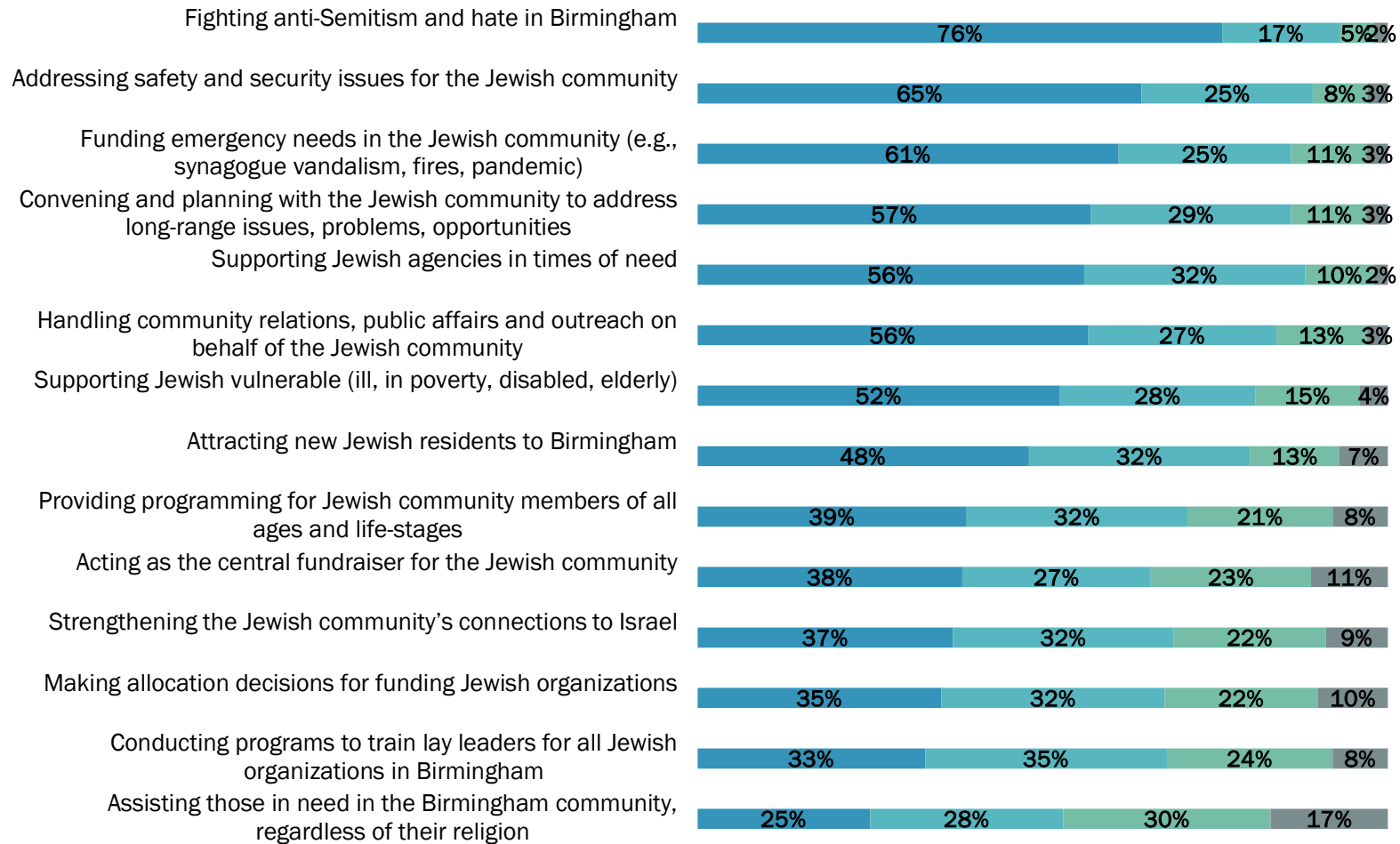
Important Activities for BJJ

- Federations support, and rely on support from, their communities and as such, it is important to understand what their local communities want from them. Thus, respondents were asked to rate how important it is for BJJ to be involved in selected activities.
- Overall, support is greatest for BJJ's role as a community resource and voice, particularly in times of trouble. Six in 10 (or more) respondents say it is “very important” (rate 5) that BJJ...
 - Fight anti-Semitism
 - Address safety and security
 - Fund emergency needs
- Overall, respondents are least supportive of Federation's activities around assisting non-Jews in need; only 25% think this is “very important” for BJJ to do.
- Interestingly, though respondents attach high importance to BJJ convening the Jewish community to address issues, opportunities and solve problems, there is much less support (all rated as “very important” by fewer than 4 in 10 respondents) for BJJ acting on behalf of Jewish agencies by:
 - Programming for all ages and life stages (39%)
 - Central fundraising (38%)
 - Making allocation decisions (35%)
 - Training lay leaders (33%)

Perspectives on The Birmingham Jewish Federation

Important Activities for BJJ

Important Activities for BJJ (%)



■ 5=Very important ■ 4 ■ 3 ■ 2 and 1=not at all important

Perspectives on The Birmingham Jewish Federation

Important Activities for BJJ

- Although there is not much differentiation by segment concerning BJJ's role, there are a few findings of note:
 - **Age.** Respondents over age 65 place slightly more importance on Federation's involvement with nearly all of these activities.
 - **Perceptions of BJJ.** Not surprisingly, respondents who have positive impressions of BJJ are significantly more likely to agree that Federation should play a role in these activities.
 - **Involvement in the Jewish Community,** Respondents who describe themselves as less involved in, or who do not feel a part of, the Jewish community are significantly less likely to believe that it is important for BJJ to have a roll in any of the activities evaluated.
 - **BJJ Donor.** Compared to non-donors, current donors are more supportive of BJJ's role as a convener and centralized resource. They are more likely to think it is important that BJJ act as the central fundraiser; make allocation decisions for Jewish organizations; handle community relations; fund emergency needs; fight anti-Semitism; address safety and security; convene and plan to address problems and opportunities; and support Jewish agencies in times of need.

Perspectives on The Birmingham Jewish Federation

Funding Allocations

- An objective of this study is to elicit input from the community about how the funds that BJF raises should be allocated. With this information, BJF can...
 - Strengthen fundraising
 - Demonstrate its commitment to hearing, and responding to, community feedback
- Based on input from BJF leadership, a list of nine focus areas for funding was developed. In the online survey, respondents were asked to imagine that they were in charge of distributing BJF funds, and to allocate a percentage of the total to these focus areas. They were able to not allocate any dollars to specific focus areas, and they also had the option to add focus areas that were not on the list (note that very few people chose this option).

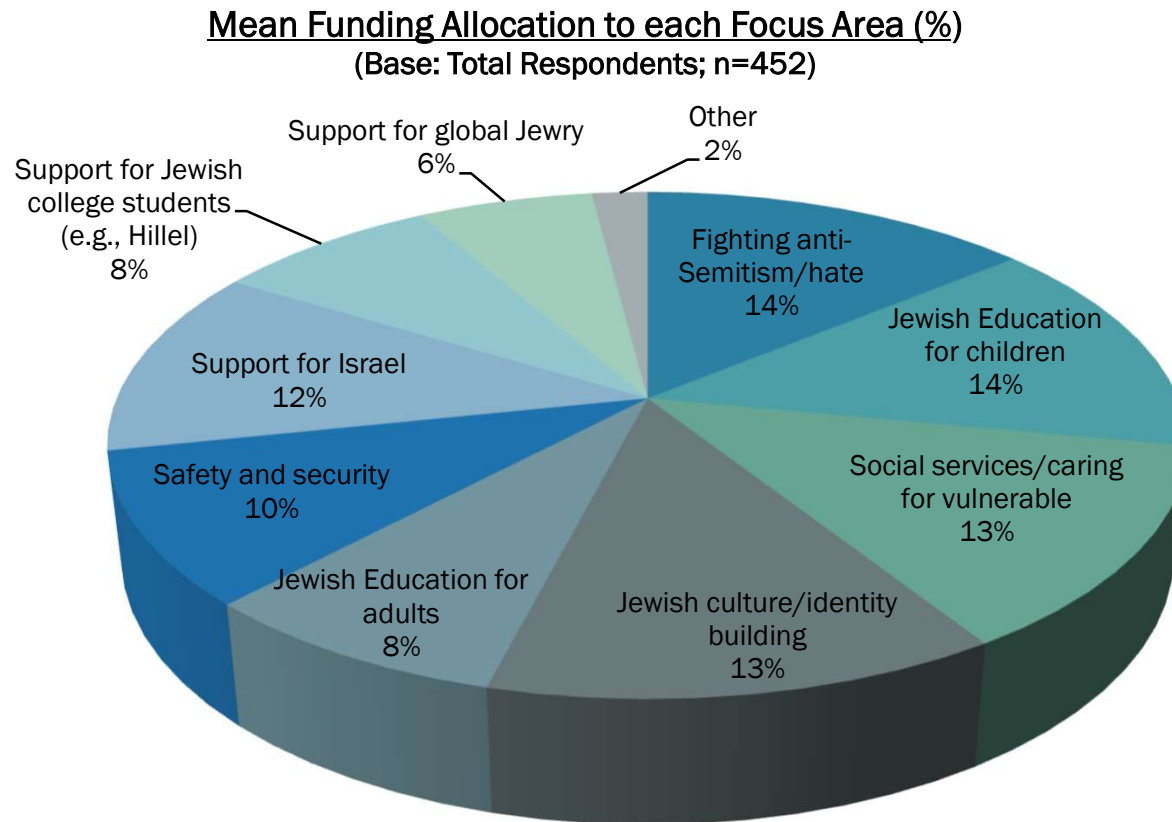
Perspectives on The Birmingham Jewish Federation

Funding Allocation (cont.)

- As shown [see graph on following page], there is no single priority that stands out as most important to the community. Rather, there are multiple focus areas that are equally important:
 - Fighting anti-Semitism and hate 14%
 - Jewish education for children 14%
 - Social services/caring for Jewish vulnerable 13%
 - Jewish identity building/programs and experiences 13%
 - Support for Israel 12%

Perspectives on The Birmingham Jewish Federation

Funding Allocation (cont.)



Perspectives on The Birmingham Jewish Federation

Funding Allocation - Segment Differences

- There are some differences in segments re funding priorities:
 - **Age.** People under 45 are more likely to prioritize education for Jewish kids, and identity building programs. Older people (ages 55) are significantly more likely to prioritize support for Israel. In fact, support for Israel is the number one priority among 65–74-year-olds.
 - **Overall Perception of BJJF.** Respondents who perceive BJJF as “excellent” are significantly more likely to prioritize support for Israel and support for global Jewry; on average, they would allocate sending 22% of BJJF’s funds outside of the United States. Conversely, people with a fair/poor impression of BJJF would allocate 16% away internationally (to Israel and global Jewry).
 - **Perceived vibrancy of the Jewish community.** Respondents who view the Birmingham Jewish community as “not very/not at all vibrant” would allocate, on average, significantly more funding to education for children (17%).
 - **Involvement in the Jewish community.** Among respondents who feel “very involved” in the Jewish community, support for Israel is most important (15% of allocations). Among people who do not feel involved, the number one allocation is fighting anti-Semitism and hate (15%), and the average allocation to Israel is 9%.
 - **Support for Unified Giving.** Respondents who are supportive of Jewish organizations in Birmingham (except synagogues and temples) participating in a unified giving structure are more likely to prioritize support for Israel, and programs to build Jewish identity and engagement.
 - **Donors to Federation.** Current donors to Federation are significantly more likely to prioritize support for Israel (14% average allocation to Israel, versus 10% from non-donors) and less likely to prioritize adult Jewish education (6% allocation from donors, versus 10% allocation from people who are not donors to BJJF).

Perspectives on The Birmingham Jewish Federation

Funding Allocations (cont.)

Mean Funding to Each Focus Area (%)

	Age						Perception of BJF			BJF Donor	
	<35	35-44	45-54	55-64	65-74	75+	Excellent	Good	Fair/ Poor	Yes	No
Fighting anti-Semitism and hate	13	13	16	13	15	15	14	13	15	14	14
Jewish education for children (e.g., early childhood learning, Day School)	16	16	15	11	11	15	13	14	14	13	15
Social services/caring for vulnerable people (elderly, in poverty, disabilities, mental health, etc.)	12	12	12	16	12	14	13	13	14	13	13
Programs and experiences that build Jewish identity and engagement in the community	16	17	14	14	12	11	13	14	13	14	13
Jewish education for adults	10	7	9	6	7	8	6	7	7	6	10
Safety and security	11	10	10	11	11	9	11	11	10	11	10
Support for Israel	8	9	9	13	16	14	14	13	10	14	10
Jewish students on campuses at colleges and universities (e.g., Hillel)	6	8	8	8	8	8	8	7	8	8	8
Support for global Jewry	5	5	4	7	8	5	7	6	5	6	5

Perspectives on The Birmingham Jewish Federation

Funding Allocations (cont.)

Mean Funding to Each Focus Area (%)

	Vibrancy of Birmingham			Involvement in Community			Support for Unified Giving	
	Very	Some-what	Not	Very	Some-what	Not	Yes (Top 2)	No (Bottom 2)
Fighting anti-Semitism and hate	14	14	15	13	15	15	14	15
Jewish education for children (e.g., early childhood learning, Day School)	13	13	17	14	14	12	14	13
Social services/caring for vulnerable people (elderly, in poverty, disabilities, mental health, etc.)	14	13	13	12	14	14	12	15
Programs and experiences that build Jewish identity and engagement in the community	12	13	15	13	13	14	15	11
Jewish education for adults	7	7	9	6	8	9	7	10
Safety and security	9	11	10	11	10	10	10	10
Support for Israel	16	12	9	15	12	9	13	10
Jewish students on campuses at colleges and universities (e.g., Hillel)	8	8	7	8	7	9	8	8
Support for global Jewry	6	6	4	7	5	6	6	5

Perspectives on The Birmingham Jewish Federation

Funding Allocation (cont.)

Allocation of BJF Funds (%)

	Fighting anti-Semitism/hate	Jewish Ed for kids	Care for Jewish vulnerable/social services	Jewish Identity Building	Jewish Ed for Adults	Safety and Security	Support for Israel	Support for Jewish college students	Support for Global Jewry
No Dollars (0%)	7	21	14	14	31	15	17	23	35
1 – 10%	41	29	35	31	47	47	40	54	49
11– 25%	43	40	43	48	20	35	35	21	15
26– 50%	7	8	8	6	2	3	7	2	1
51 – 75%	1	1	<1	<1	–	–	–	–	–
76 – 100%	<1	1	<1	<1	7	–	1	–	–

Detailed Findings: Volunteerism and Philanthropy

Volunteerism and Philanthropy

Reasons to Donate Time and Money

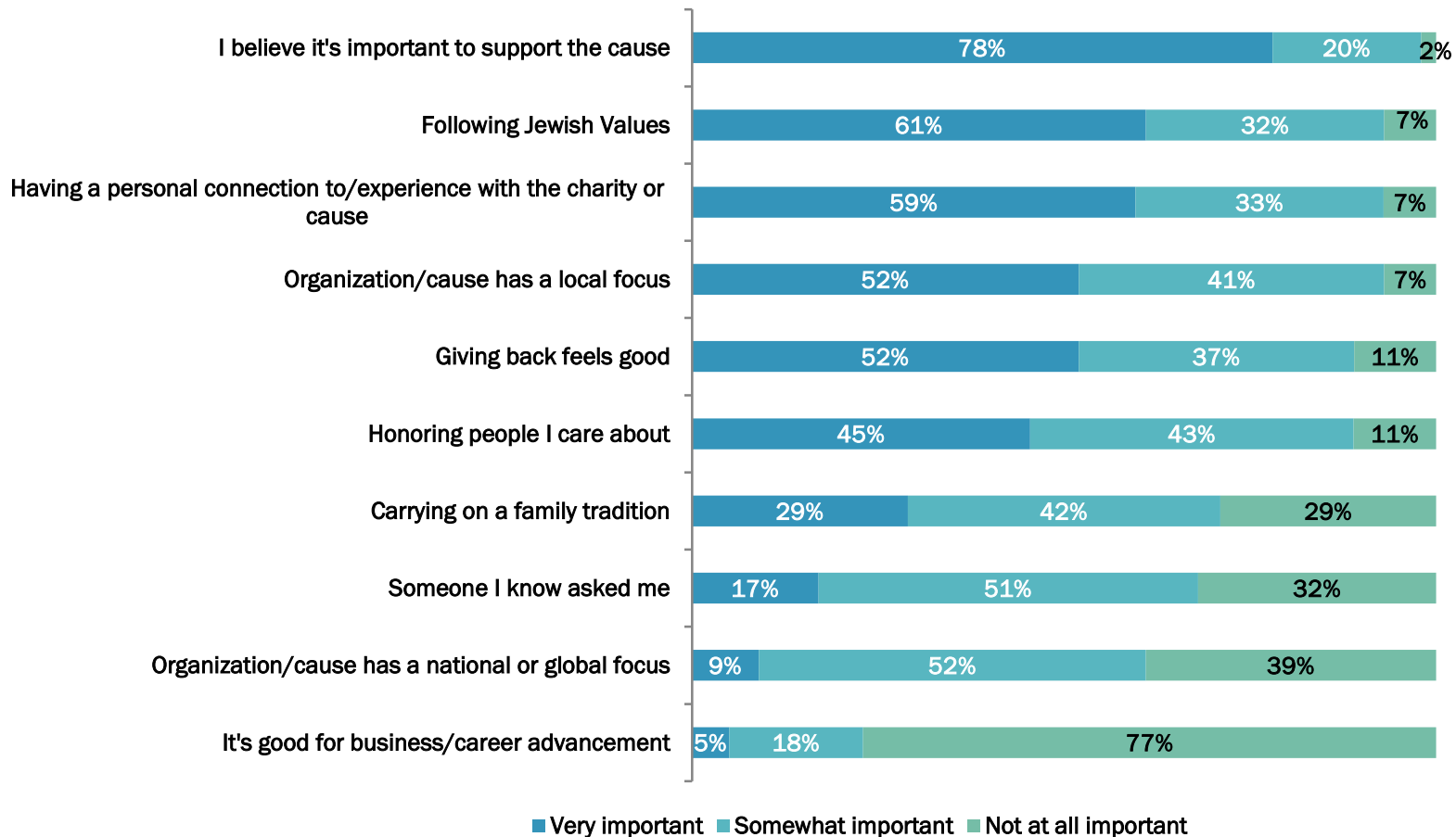
- Respondents are motivated by a combination of reasons to donate their time or money to charitable organizations, including...
 - Belief that what the organization is doing is important
 - Desire to adhere to Jewish values and traditions
 - Having a personal connection to an organization
 - Interest in helping one's local community (many fewer respondents say that supporting organizations with a national focus is an important motivator)
 - Positive feelings associated with doing something right/good by donating
- Note that very few respondents say they are motivated by self-serving reasons, e.g., a desire to advance professionally (only 5% say "very important").
- There are no differences between segments; across the board, the leading reasons to give of one's time and treasure are the same.

Volunteerism and Philanthropy

Reasons to Donate Time and Money

Reasons to Donate Time or Money to a Charitable Organization (%)

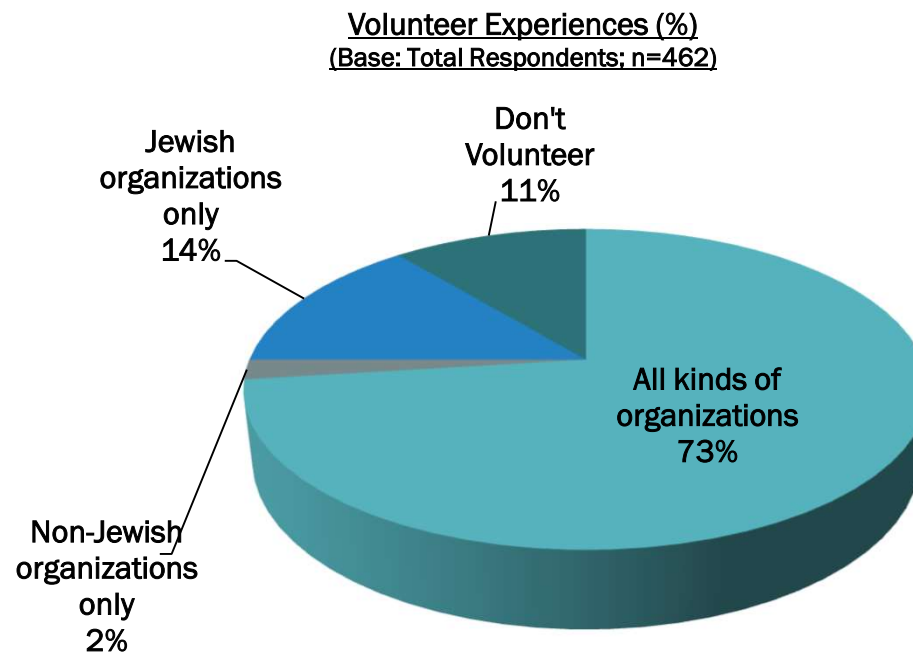
(Base: All Respondents Who Answered Question; n=462)



Volunteerism and Philanthropy

Volunteer Engagement

- When it comes to volunteering, the vast majority of respondents volunteer with both Jewish and non-Jewish organizations.



Volunteerism and Philanthropy

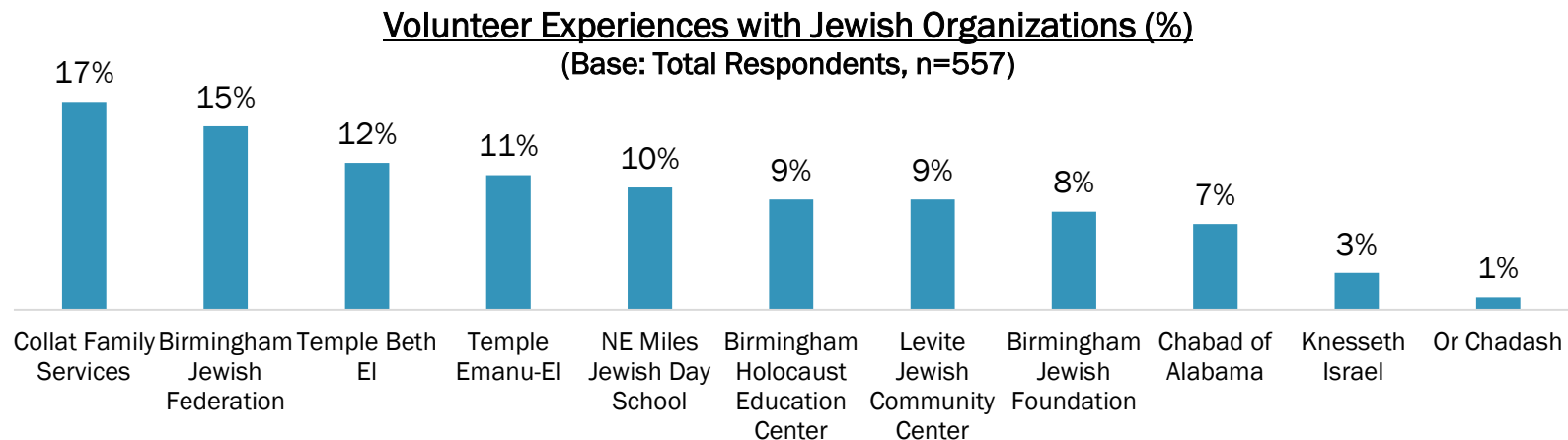
Volunteer Engagement

- There are a few differences across segments:
 - **Age.** Respondents 55+ are significantly more likely than those under age 55 to volunteer only with Jewish organizations, though still, most volunteer with both types of organizations. Respondents 75+ are least likely to volunteer at all (25% do not).
 - ***Involvement in Jewish Community.*** Respondents who characterized themselves as “very involved” are more likely to be involved with their communities, in general; only 2% do not volunteer at all.

Volunteerism and Philanthropy

Volunteer Engagement

- When looking at specific organizations supported, 45% of respondents (n=251) indicate they volunteer for at least one Jewish organization, and 21% (n=118) volunteer for two or more agencies.
- Volunteers, across most organizations, skew toward...people who feel involved in the Jewish community, are supportive of BJJ, and optimistic about Jewish Birmingham's vibrancy.



Volunteerism and Philanthropy

Volunteer Engagement (cont.)

Some of the organizations seem to attract specific segments of people:

- **Holocaust Education Center.** People who are volunteer here tend to be older than people who do not volunteer.
- **BJF.** Volunteers are more likely to come from the City, and from Mountain Brook. They also tend to be younger (23% of respondents <45 say they volunteer, versus 11% of respondents 65+), and more affluent.
- **Collat Family Services.** Volunteer skew younger. As well, this is one of the few Jewish organizations that attracts a higher percentage of intermarried respondents than in-married; one-quarter (25%) of respondents from interfaith families volunteer, versus 16% of respondents from in-married families.
- **Levite Jewish Community Center.** Volunteers tend to be younger and have children <18.
- **Chabad of Alabama.** Respondents <45, and those who believe that the Jewish community of Birmingham is “not very/not at all vibrant” are more likely to volunteer with Chabad.
- **Knesseth Israel.** Young families are more likely to volunteer here.
- **Temple Beth El:** One-quarter (24%) of respondents from the City of Birmingham say they volunteer here.
- **Temple Emanu-El.** Respondents from Mountain Brook and Southeast Birmingham are more likely to volunteer for this congregation.

Volunteerism and Philanthropy

Volunteer Engagement (continued)

Support Organization With Time (%)
(Base: Total Respondents; n=557)

	Geography				Interfaith		Children <18	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*	Yes	No	Yes	No
n=	50	89	282	104	94	463	150	407
Birmingham Holocaust Education Center	4	9	13	3	4	11	4	11
Birmingham Jewish Federation	8	20	17	10	18	14	18	13
Birmingham Jewish Foundation	10	11	9	5	11	7	9	7
Collat Jewish Family Services	22	17	19	15	25	16	17	17
Levite Jewish Community Center	8	12	9	9	13	8	14	7
N.E. Miles Jewish Day School	8	13	1	9	11	10	16	8
Chabad of Alabama	8	7	7	6	6	7	11	5
Kneseth Israel Congregation	2	2	2	4	5	2	5	1
Or Chadash	2	1	1	1	2	1	1	1
Temple Beth El	12	24	11	7	14	11	13	11
Temple Emanu-El	14	3	15	8	11	11	11	11

Volunteerism and Philanthropy

Volunteer Engagement (continued)

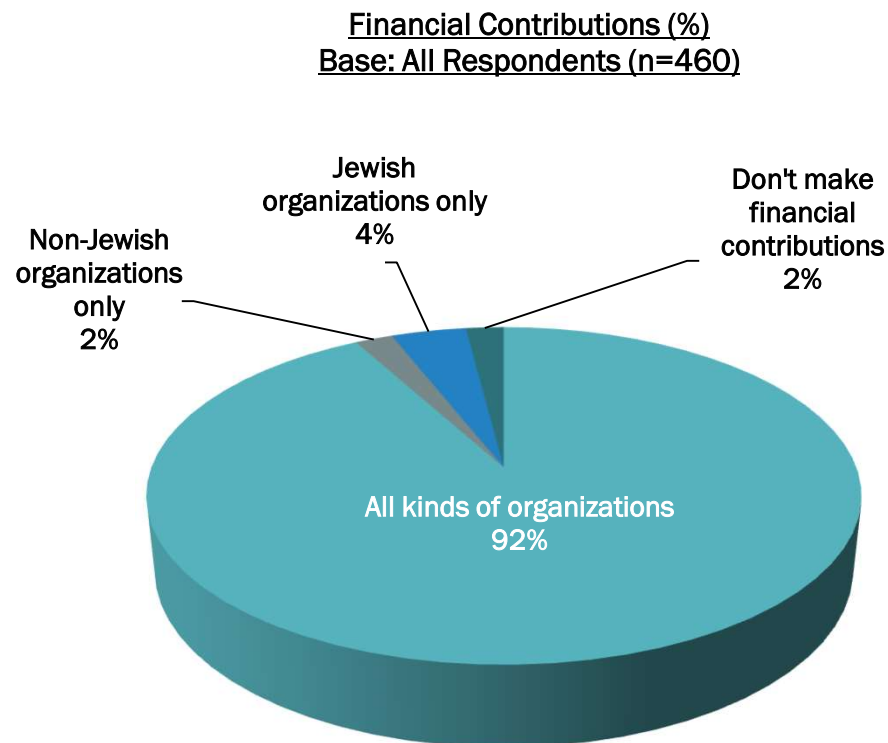
Support Organization With Time (%)
(Base: Total Respondents; n=557)

	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	74+	<\$100K	\$100K to \$200K	\$200K +
n=	53	70	73	108	144	109	93	104	146
Birmingham Holocaust Education Center	--	4	4	14	17	6	7	13	10
Birmingham Jewish Federation	23	24	15	12	15	7	10	20	19
Birmingham Jewish Foundation	6	9	11	7	7	9	5	11	9
Collat Jewish Family Services	25	14	26	19	16	11	15	26	14
Levite Jewish Community Center	21	13	14	7	5	5	9	10	10
N.E. Miles Jewish Day School	15	11	12	12	8	5	9	11	13
Chabad of Alabama	17	14	4	7	4	1	9	7	7
Kneseth Israel Congregation	6	3	3	3	1	2	4	--	2
Or Chadash	2	--	1	--	1	2	1	2	1
Temple Beth El	11	9	14	14	14	8	10	18	11
Temple Emanu-El	6	13	10	10	15	8	10	9	18

Volunteerism and Philanthropy

Financial Contributions

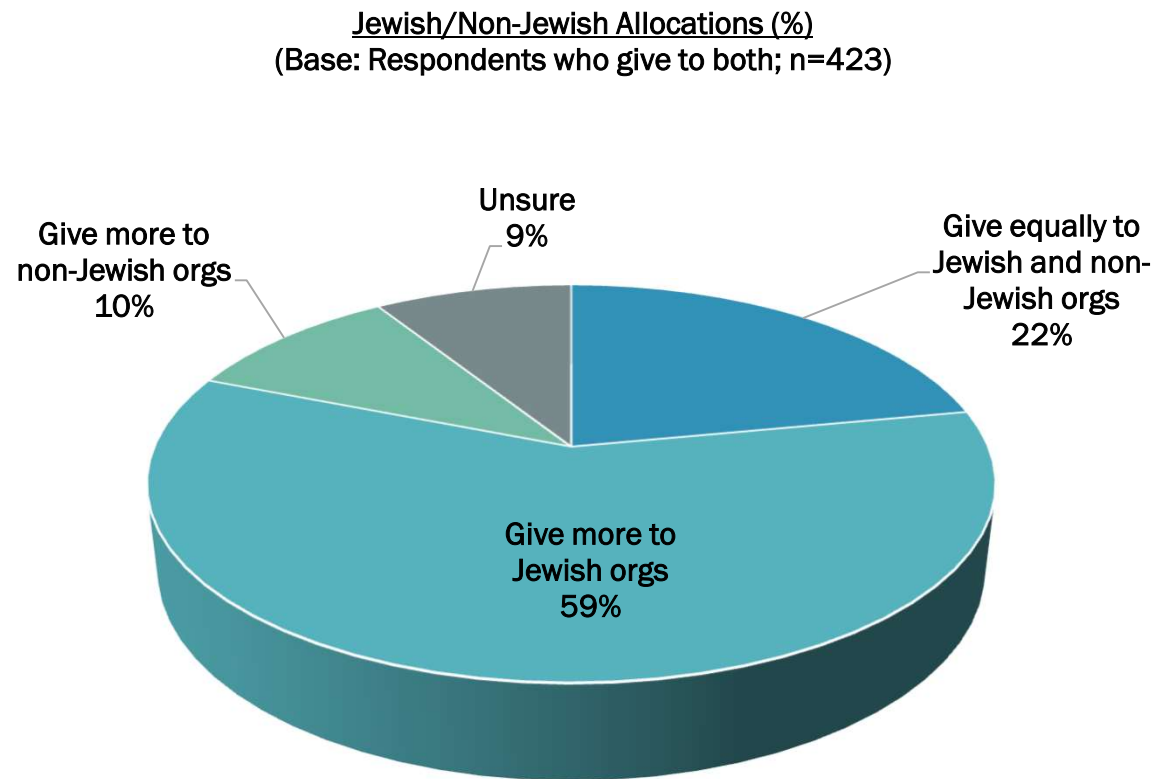
- The vast majority of respondents contribute to both Jewish and non-Jewish organizations.
- **Age.** Note that 9% of respondents <35 do not make financial contributions at all.



Volunteerism and Philanthropy

Financial Contributions

- Jewish organizations take priority for over half of all respondents (59%).



Volunteerism and Philanthropy

Financial Contributions (continued)

- There are some differences by segment:
 - **Age.** Respondents 65+ are even more likely to prioritize Jewish organizations.
 - **Income.** The same is true of higher income respondents (HHI \$200k+).
 - **Involvement in Jewish community.**
Three quarters (75%) of those who are “very involved” contribute more to Jewish organizations.
 - **Donors to Federation** are more likely to prioritize Jewish organizations than are non-donors (65% vs 47%, respectively).

Volunteerism and Philanthropy

Financial Contributions (continued)

Support Organization Financially (%)
(Base: Respondents Who Give to Both; n=423)

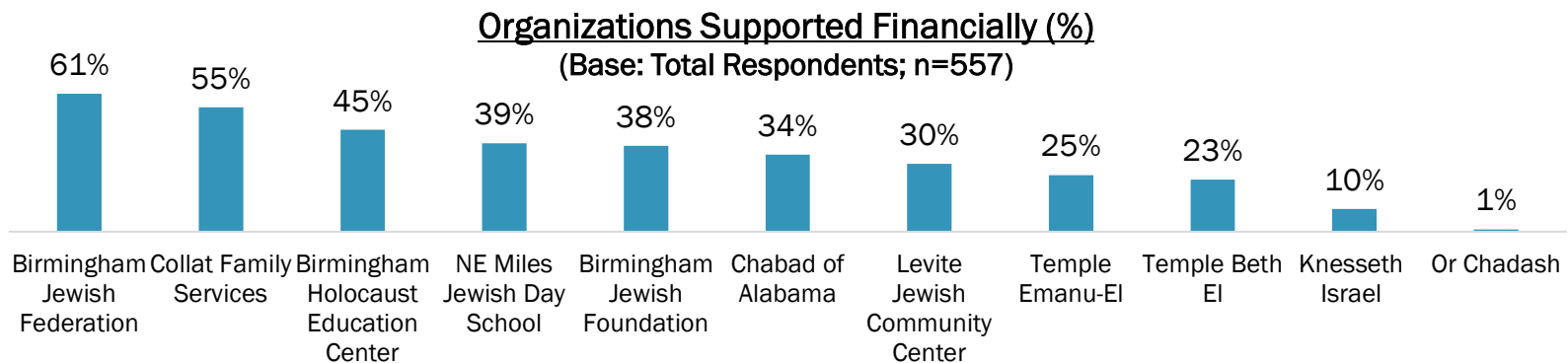
	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	74+	<\$100K	\$100K to \$200K	\$200K +
n=	38	56	56	88	109	76	72	101	141
Give equally to both Jewish and Non-Jewish organizations	21	21	29	27	17	18	24	24	21
Give more to Jewish organizations	47	50	37	61	71	67	54	57	66
Give more to non-Jewish organizations	24	16	16	3	5	7	11	9	10
Unsure	8	13	18	8	6	8	11	10	3

	Involvement in Community			BJF Donor	
	Very	Some-what	Not	Yes	No
n=	165	192	66	275	148
Give equally to both Jewish and Non-Jewish organizations	16	25	27	21	24
Give more to Jewish organizations	75	52	39	65	47
Give more to non-Jewish organizations	4	13	15	8	13
Unsure	5	10	18	7	15

Volunteerism and Philanthropy

Jewish Philanthropic Interests

- When looking at specific organizations supported, 82% of respondents (n=459) indicate they contribute financially to at least one Jewish organization, and 67% (n=371) contribute to two or more agencies.
- More than half of all respondents share that they give to BJJ and Collat Family Services. Most of the organizations are more likely to attract donors who are more affluent; supportive of BJJ; and positive about the vibrancy of, and involved in, the Jewish community.



Volunteerism and Philanthropy

Jewish Philanthropic Interests (continued)

- Some organizations seem to attract additional segments of respondents:
 - **Holocaust Education Center.** Donors skew older; over 50% of respondents 65+ donate, versus 11% of respondents <45.
 - **Birmingham Jewish Foundation.** Donors skew older and are more likely to live in Mountain Brook.
 - **Collat Family Services.** Again, donors skew older, and are more likely to live in Mountain Brook.
 - **Levite JCC:** 41% of respondents from Mountain Brook support the JCC...higher than all other geographic areas.
 - **NE Miles Jewish Day School.** Interestingly, families with children under 18 – that is, the potential users of the School – are no more likely to support it than are families without children <18.
 - **Chabad of Alabama.** Support is much higher among respondents from Mountain Brook and Vestavia/Hoover than it is in Birmingham and Southeast Birmingham.
 - **Knesseth Israel.** Here, too, support is much higher among respondents from Mountain Brook and Vestavia/Hoover than it is in Birmingham and Southeast Birmingham. And 21% of respondents 65-74 support KI, versus 3% of respondents <45.
 - Financial support of this congregation is not correlated with support of BJF; rather, BJF donors and non-donors are equally likely to contribute financially to KI.

Volunteerism and Philanthropy

Jewish Philanthropic Interests (Continued)

- **Temple Beth El.** Current Federation donors are significantly more likely to contribute to Temple Beth El, confirming the overlap in affiliation between the organizations. Respondents between 45 – 74 are more likely to support Beth El than are respondents from other age groups.
- **Temple Emanu-El.** Here, too, current Federation donors are significantly more likely to contribute to Temple Emanu-El. Respondents ages 55-74 are also most likely to support this congregation.

Volunteerism and Philanthropy

Jewish Philanthropic Interests (continued)

Support Organization Financially (%)
(Base: Total Respondents; n=557)

	Geography				Federation Donor		Children <18	
	Southeast Birmingham	City of Birmingham	Mountain Brook	Vestavia/Hoover Area*	Yes	No	Yes	No
n=	50	89	282	104	94	463	150	407
Birmingham Holocaust Education Center	38	35	53	41	63	16	23	53
Birmingham Jewish Federation	48	57	68	60	100	--	55	63
Birmingham Jewish Foundation	22	28	49	34	60	6	28	42
Collat Jewish Family Services	36	46	66	48	75	24	39	60
Levite Jewish Community Center	10	27	41	22	42	12	35	29
N.E. Miles Jewish Day School	26	37	44	39	52	19	35	40
Chabad of Alabama	18	25	40	39	41	24	39	32
Kneseth Israel Congregation	6	3	13	11	12	9	5	12
Or Chadash	--	--	1	1	25	21	1	1
Temple Beth El	10	33	27	16	31	11	21	24
Temple Emanu-El	24	16	29	26	35	9	23	25

Volunteerism and Philanthropy

Jewish Philanthropic Interests (continued)

Support Organization Financially (%)
(Base: Total Respondents; n=557)

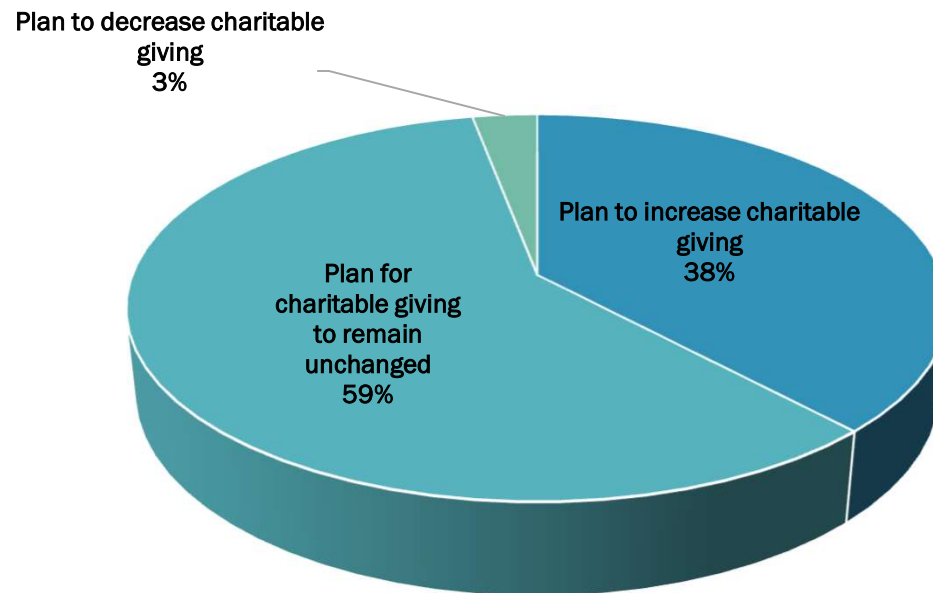
	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	74+	<\$100K	\$100K to \$200K	\$200K +
n=	53	70	73	108	144	109	93	104	146
Birmingham Holocaust Education Center	4	17	36	45	68	56	26	41	55
Birmingham Jewish Federation	25	56	55	66	75	61	40	63	75
Birmingham Jewish Foundation	17	23	30	48	47	43	16	37	51
Collat Jewish Family Services	13	36	44	68	77	52	40	49	70
Levite Jewish Community Center	25	40	25	28	37	24	11	34	46
N.E. Miles Jewish Day School	21	36	31	43	49	36	27	36	50
Chabad of Alabama	19	50	26	37	41	26	29	30	40
Kneseth Israel Congregation	2	4	4	8	21	11	7	9	10
Or Chadash	–	1	–	2	1	1	1	2	–
Temple Beth El	9	17	23	30	29	20	15	27	26
Temple Emanu-El	6	24	23	31	34	17	9	27	40

Volunteerism and Philanthropy

Future Philanthropy

- While close to six in ten (59%) do not plan to make any changes to their charitable giving in the future, more than one-third (38%) plan to increase their giving.

Plans for Future Charitable Giving (%)
Among respondents who make donations; n=451



Volunteerism and Philanthropy

Future Philanthropy (Continued)

- Not surprisingly, younger people are significantly more likely to anticipate they will increase their charitable giving in the future. Among respondents ages 18 – 34, 58% say they will increase their giving, and 69% of those between 35-44 say they will. In contrast, older respondents foresee that they will donate less money; 58% of those between 65-74 believe their giving will decline, and 81% of respondents 75+ feel that way.
- Interestingly, though respondents who perceive BJF to be “excellent” are more likely to indicate that their charitable giving will increase, current BJF donors are no more likely than non-donors to forecast that their giving will increase.
- As would be expected, those with household incomes of over \$200,000 are significantly more likely to anticipate their charitable giving will increase than those with incomes under \$100,000.

Volunteerism and Philanthropy

Future Giving (continued)

Charitable Giving in Future(%)
(Base: Respondents Who Currently Give; n=451)

	Age						Household Income		
	<35	35-44	45-54	55-64	65-74	75+	<\$100K	\$100K to \$200K	\$200K +
<i>n=</i>	43	59	63	91	113	82	88	104	146
Increase Charitable Giving	58	69	37	30	37	15	31	37	45
Make No Changes to Charitable Giving	42	31	63	64	58	81	64	61	52
Decrease Charitable Giving	--	--	--	7	4	5	6	2	3

	Perception of BJF			BJF Donor	
	Excellent	Good	Fair/ Poor	Yes	No
<i>n=</i>	113	210	95	287	164
Increase Charitable Giving	44	39	30	39	36
Make No Changes to Charitable Giving	55	57	67	59	60
Decrease Charitable Giving	1	4	3	3	4

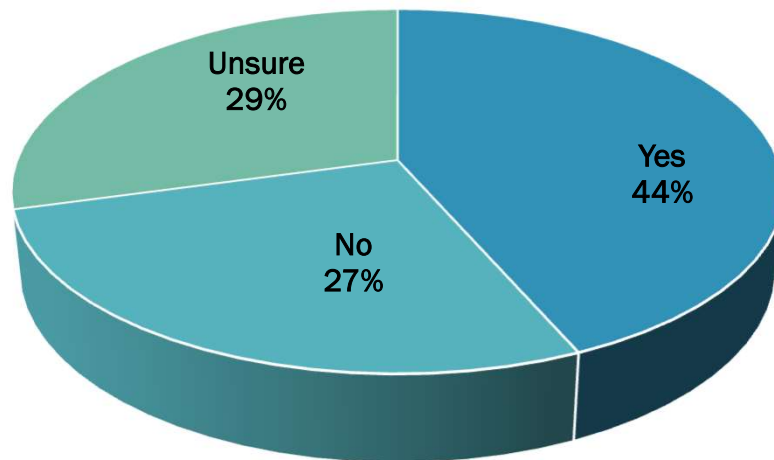
Volunteerism and Philanthropy

Planned Giving

More than four in ten (44%) have already included charitable giving in their will or estate plan.

Charitable Giving in Will or Estate Plan (%)

Base: All respondents; n=459



Volunteerism and Philanthropy

Planned Giving (continued)

- ***Overall Perception of BJF/Donors.*** Respondents who are more supportive of BJF (have positive perceptions of and currently donate to it) are significantly more likely to say that they have allocated charitable gifts in their will or estate.
- ***Community Involvement .*** People who are very involved in the Jewish community are twice as likely than those who are not involved to say they have made planned gifts (55% vs. 28%, respectively).
- ***Household Income.*** Respondents with HHI above \$200K are significantly more likely to have made planned gifts than are respondents with HHI <\$100K (55% vs. 28%, respectively).
- ***Age.*** Respondents between 65-74 are the age cohort most likely to have designated charitable giving in their will or estate plan (59% have) versus 33% of those <45, and 41% aged 75+.
- ***Unified Programming/Giving.*** Although more of those who agree with unified programming and giving have already included charitable gifts in their wills or estates, this difference is not significant.

Volunteerism and Philanthropy

Planned Giving (continued)

Charitable Giving in Will or Estate (%)
(Total Respondents)

	Age						Perception of BJF			BJF Donor	
	<35	35-44	45-54	55-64	65-74	75+	Excellent	Good	Fair/ Poor	Yes	No
<i>n=</i>	47	59	65	91	113	84	113	212	99	288	171
Yes	30	36	35	43	59	42	57	44	32	50	32
No	23	29	35	32	16	33	18	24	40	25	32
Unsure	47	36	29	25	25	25	25	32	27	25	36

	Household Income			Involvement in Community			Unified Programming		Unified Giving	
	<\$100K	\$100K to \$200K	\$200K +	Very	Somewhat	Not	Yes (Top 2)	No (Bottom 2)	Yes (Top 2)	No (Bottom 2)
<i>n=</i>	93	104	146	175	206	78	324	49	258	84
Yes	28	46	55	55	39	28	47	37	47	37
No	39	20	25	23	25	42	25	35	22	32
Unsure	33	34	19	21	36	30	28	29	31	31

Conclusions:

Research Based Implications for Strategic Planning

Research Based Implications for Strategic Planning

Overview

- The objective of this research is to provide guidance to BJF as it charts a new course for the future; to offer direction to inform the strategic planning process that follows. Themes discovered as a result of this research revolve around:
 - Engagement
 - Inclusion
 - Unification/reorganization possibilities
 - Organizational/Programming Priorities
 - Funding model and priorities

Research Based Implications for Strategic Planning

Engagement

With over 550 Birmingham residents participating in the survey, the Jewish community in Birmingham showed it cares deeply about the future and wants to have a say.

- Participation included representation from:
 - All levels of community involvement:
 - Very involved (35%);
 - Somewhat involved (46%); and
 - Not involved (19%).
 - All levels of community acceptance:
 - Strongly feel a part of the community (48%),
 - Somewhat feel a part of the community (42%); and
 - Do not feel part of the community (10%).

Research Based Implications for Strategic Planning

Inclusion

There are several populations that are feeling less included today; there is a need to focus on younger people, Interfaith families, less affluent, and those living in Southeast Birmingham and the city of Birmingham) as it is these populations that will ultimately help the community to grow.

- Those who are least likely to be involved in the Jewish Community of Birmingham:
 - Live in Southeast Birmingham
 - Live in Interfaith households
 - Have Household income under \$100,000
- Those who are a least likely to feel “a part of the Jewish Community in Birmingham”
 - Live in Southeast Birmingham, or the city of Birmingham.
 - Live in Interfaith households
 - Are under 55
 - Have Household incomes under \$100,000
- When asked what types of audiences need more programming and services, those suggested most include Jewish singles, Interfaith couples/families and Young couples/newlyweds.

Research Based Implications for Strategic Planning

Unification/Reorganization Possibilities

A crucial outcome of this strategic planning process will be the determination of how to best offer services to the Jewish community moving forward.

- ***Programming and Services.*** Community members see, touch and participate in programming and services; they fully understand what this means and are in favor of a centralized community planning agency.
 - A substantial majority (69%) of respondents think it is important for Jewish organizations to reorganize and provide services in a more unified manner, and very few (11%) are opposed to the idea.
 - Those who are “in favor” are more likely to:
 - Have an excellent perception of BJF (79%)
 - Be a donor to Federation (75%)
 - Be very involved in the Jewish community in Birmingham (74%)
 - Be synagogue/Chabad members (72%)
 - Perceive Jewish Birmingham to be at least somewhat vibrant (71%)

Research Based Implications for Strategic Planning

Unification/Reorganization Possibilities

- **Fundraising.** Although community members have less visibility to the giving/fundraising structure, more than half (56%) agree that a unified giving structure is important, with 18% opposed.
 - Those who are “in favor” of are more likely to:
 - Have an excellent perception of BJF (70%)
 - Be a donor to Federation (60%)
 - Be synagogue/Chabad members (58%)
 - Perceive Jewish Birmingham to be at least somewhat vibrant (59%)
- **Back Office Support.** Community members are not involved with back-office support, they do not see it, or touch it – they just trust that it will all be done, seamlessly. So, it is not surprising that substantially fewer (43%) see the importance of these functions being centralized, with 29% opposed to the idea.

Research Based Implications for Strategic Planning

Unification/Reorganization Possibilities

- *Single Campus.* When considering the concept of Jewish organizations in Birmingham being physically close to each other, the community does not see this of overall importance.
 - If this single location does not include synagogues, respondents do not have a strong opinion one way or the other. Just about the same portion (36%) believe it is important to have them close together, as do not (33%), or have no opinion (31%).
 - However, when this concept includes synagogues, significantly fewer are in favor (25%) and more (39%) do not think that this move would be important for the future of Jewish Birmingham or have no opinion (36%).

Research Based Implications for Strategic Planning

Organization/Programming Priorities

There are bright spots and challenges in what organizations and programs are most important to community members, and how strong (or weak) these programs and organizations are in Birmingham.

- **Organization Priorities.** Not surprising, close to nine in ten (89%) identify a synagogue or temple as critical to their Jewish life. A JCC is a not-so-close second (56%), followed by Jewish Family Services (47%) and then Federation (40%).
 - It is important to point out the strong desire for organizations that do not have a strong presence in Birmingham:
 - Jewish Senior care facility
 - Youth groups.
 - Jewish Day School
- **Organization Strength.** Interestingly, the Jewish organizations rated the strongest are Jewish Family Service and Jewish Federation, followed by the Holocaust education institution, Jewish pre-school and synagogue/temple.
 - Those with relatively lower strength ratings, and opportunities for improvement, include Jewish Day School, JCC, and Jewish Youth Groups.

Research Based Implications for Strategic Planning

Organization/Programming Priorities

- **Programming Priorities.** Just about half of respondents select social programs/activities; traditional worship; Jewish Education for children and social action/community service as a top priority for a community where they live. Following that, there is also a relatively high level of support for community outreach and Jewish education for adults.
- **Programming Strength.** The top-rated Jewish programs in Birmingham include Holocaust education, traditional worship, and social action, followed by community outreach, Israel advocacy, Jewish education for Children, Social Justice advocacy, Social programs and activities, and Jewish education for adults.
 - It is important to note the relatively lower ratings of strength on several programs' Jewish arts and culture and creative/nontraditional worship.
- **Programming Needs.** The vast majority of respondents suggest that there is at least one audience that would benefit from additional Jewish programs and services, but no audience is selected by more than 40% of respondents. This suggests that the current programming coverage in Birmingham is good, but not great

Research Based Implications for Strategic Planning

Funding Model and Priorities

Respondents were asked to indicate priorities for allocation of Federation funding. Not only was there no clear winner, but there are also multiple focus areas that are equally important. This suggests a need for a change to how funding is done.

- | | |
|---|-----|
| • Fighting anti-Semitism and hate | 14% |
| • Jewish education for children | 14% |
| • Social services/caring for Jewish vulnerable | 13% |
| • Jewish identity building/programs and experiences | 13% |
| • Support for Israel | 12% |