

## Subscriptions

2011-2022



**4,938**  
Unique Subscriptions



**3,277**  
Families Served

## Books Delivered

2011-2022



**249,574**

Books sent to Dallas Families

For parents, PJ Library serves as an entry point to engage in conversations about Jewish values and concepts with their kids. Through guides on book flaps, online resources, and local engagement programming, **PJ Library empowers parents** to create their own Jewish practices that are meaningful and resonant.

## Family Programming

2023



**500+**

Families attended PJ Programs

Through **strategic partnership with local Jewish organizations**, PJ Library Dallas has directly engaged with over 500 families in 2023

### Local Partners-

- Aaron Family JCC
- Adat Chaverim
- Akiba Yavneh Academy
- Ann & Nate Levine Academy
- Anshai Torah
- Chabad of Dallas
- Chabad of Plano
- Congregation Beth Torah
- Congregation Shearith Israel
- Friendship Circle of Dallas
- Temple Emanu-El
- Temple Shalom

## Impact on Families

\*All data from 2019 triennial survey of PJ Library parents



PJ Library is a **main resource to educate their children** about Jewish values and traditions



PJ Library has **increased their confidence** in engaging with Jewish traditions, values, and/or customs



% of PJ Library Families who are **more likely to attend local Jewish family events**



**76%**

76% of PJ Library families are interested in **becoming more connected** to the local Jewish community

## Subscription Costs



**\$115**

Annual Subscription Cost



**\$40**

Annual Subscription Cost after HGF Subsidy\*

\*JFGD receives an additional \$18 off of every subscription over 1784 from HGF thanks to the Alliance Subscription Grant program

## Event Costs



**\$7,500**

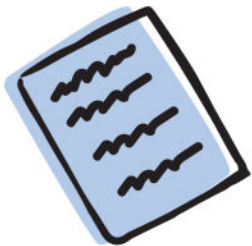
PJ Library Programming Budget



**\$1,500**

PJ our Way Programming budget

## Operating Costs



**\$72,000**

Staff Salaries and Benefits



**\$500**

Print, Digital, and Social Media Marketing



**\$161,700**

Total Operating Expenses



"My son was so excited after the Tu B'shevat PJ book was read aloud that he pretended to plant trees for the rest of the playdate. I take that as an important sign for myself- as we are planting the seeds of our Jewish lives as he grows." – PJ Library Dallas Parent



# PJ

## 4,938 Unique Subscriptions

## 4,938 Families

### Subscriptions

2011-2022



**4,938**  
Unique Subscriptions



**3,277**  
Families Served

### Books Delivered

2011-2022



## 249,574

Books sent to Dallas Families

For parents, PJ Library serves as an entry point to engage in conversations about Jewish values and concepts with their kids. Through guides on book flaps, online resources, and local engagement programming, PJ Library empowers parents to create their own Jewish practices that are meaningful and resonant.

### Family Programming

2023



## 500+

Families attended PJ Programs

Through strategic partnership with local Jewish organizations, PJ Library Dallas has directly engaged with over 500 families in 2023

#### Local Partners-

- Aaron Family JCC
- Anshai Torah
- Congregation Shearith Israel
- Adat Chaverim
- Chabad of Dallas
- Friendship Circle of Dallas
- Akiba Yavneh Academy
- Chabad of Plano
- Temple Emanu-El
- Ann & Nate Levine Academy
- Congregation Beth Torah
- Temple Shalom

### Impact on Families

\*All data from 2019 triennial survey of PJ Library parents

**49%**

PJ Library is a main resource to educate their children about Jewish values and traditions

**60%**

PJ Library has increased their confidence in engaging with Jewish traditions, values, and/or customs

**68%**

% of PJ Library Families who are more likely to attend local Jewish family events



## 76%

76% of PJ Library families are interested in becoming more connected to the local Jewish community