

## INTRODUCTION

The Rochester Jewish community is made up of 25,770 persons, who live in 10,813 households. Over half of Rochester's Jewish households are "traditional" ones, consisting of father, mother, and one or more children. The overwhelming majority of Rochester's Jewish population is also local in origin. However, the community is far from being a static one. Demographic, attitudinal, and behavioral changes are affecting both the service delivery and the campaign foundation for the Rochester Jewish community.

### Service Needs:

The picture that emerges from the overall needs assessment process is one of:

#### **I. Preference for Jewish-sponsored services**

- o All of the services find a substantial market that either strongly prefers or moderately prefers Jewish-sponsored services.
- o This preference cuts across most groups: religious identity, income, age, and other subgroups. Even among the most marginal Jewish populations there is some continued preference for Jewish sponsorship of services.
  - \* Seventy percent prefer Jewish-sponsored recreation programs for teenagers.
  - \* A total of 66% prefer programs to meet single people to be Jewish-sponsored; 68% prefer college campus programs to be Jewish-sponsored, as well.
  - \* Sixty-five percent prefer child day care programs offered under Jewish auspices.
  - \* A total of 56% prefer personal or family counseling offered under Jewish auspices, including 30% of intermarried couples.
  - \* A market for Jewish-sponsored counseling services exists among the highest income households in the Rochester area.
- o There is a market for Jewish-sponsored services among those who can afford to pay for such services.

#### **II. Lack of awareness**

- o With the exception of the Jewish Community Center, large proportions of the population do not know enough about Jewish agencies to evaluate them.
  - \* The Jewish Family Service was unfamiliar to about 43% of respondents.
  - \* About 50% of respondents do not know enough about the Jewish Community Federation of Rochester to rate it.
- o The more marginal Jewish populations, whether defined by intermarriage, religious identity, or other variables, are much less likely to know about services available to them.

#### **III. Perceived quality of services**

- o Respondents generally give high positive ratings where they do know about the agencies.
  - \* 50% of respondent rate the JCC as excellent.

- \* All subgroups agree with this estimation of the JCC: by age, sex, intermarried couples, length of residency in Rochester, affiliation, and other factors.
- \* The knowledge of services offered at the JCC is also exceptionally high. Only 7% of the respondents did not know enough about the JCC to evaluate its quality. **Those who have moved to the Rochester area in the last five years are just as familiar with the JCC as those who have been there for ten to twenty years, or life-long residents of Rochester.**
- o The JCC is also the institution that is most likely to be known to the non-affiliated Jews of the Rochester Jewish community. The high ranking by all subgroups demonstrates that the JCC has been somewhat successful in reaching out to all constituencies in the Jewish community of Rochester. It can perhaps serve as a model for other Jewish-sponsored agencies and services.

#### IV. Unmet needs

- o Individuals are largely finding the services they need outside the Jewish community.
  - \* Nearly 14% of all households with children are headed by single parents.
  - \* The need for day care, preschool, and related child care programs should be expected to continue.
  - \* It should be expected that nursing home care, in-home health care, and other needs for the dependent elderly population will increase sharply for those over 75.
  - \* Some subsidies will be required for a number of services. Significant proportion of the elderly population are possible service users and potentially economically dependent upon the community for support. Many may require some form of monetary assistance.

#### Campaign Needs:

The Jewish population of Rochester is changing, demographically, attitudinally, and behaviorally. New, more sophisticated marketing and service approaches accounting for these changes serves to build and strengthen all aspects of community, as well as deepening the campaign base. The key issues for campaign development are:

##### I. Broadening the base

- o Growing sub-groups -- occupationally, income, peer groups -- require special institutional and organizational efforts to bring them into Jewish communal life. The lag time for "cultivated" giving may be many years, or never, if institutions wait for non-givers or under-givers to become more involved.
- o Cooperative efforts between the Federation and other institutions to integrate subgroups into Jewish life and reach out to involve them in the Jewish community will

have long-term positive effects on giving patterns and the growth of the campaign. If special efforts are not made, many of these households will be permanently lost to Federation fund raising efforts.

**II. Accounting for changing attitudes towards Israel, synagogue affiliation, and tzedakah**

- o The strength of support for Israel in terms of philanthropic dollars diminishes as the age group and religious identity declines.
- o While synagogue membership is largely dependent on family cycle, significant proportions of middle-aged respondents, those most likely to be affiliated, are not temple members, and many have no intention of joining. Synagogue members are most likely to be contributors to Jewish philanthropies, as well as the Federation, and are usually the best informed of services offered and campaign drives. This lack of affiliation among older respondents can seriously impact the Federation.

**III. Helping contributors understand their giving capability**

- o The majority of households with incomes exceeding \$100,000, 61%, say they contributed less than \$500 to all Jewish philanthropies in 1985.
- o Based on income alone, the data show a much greater capacity for larger gifts, primarily in the \$5,000 to \$10,000 category.

**IV. Expanding leadership development efforts**

- o There is a lack of bigger givers who are not native born.
- o This fact suggests a system that may be too closed, or perceived as such. More "new blood" needs to be integrated into the Federation's inner circles.

**THE ROCHESTER JEWISH POPULATION**

**Household Composition:**

- o Fifty-six percent of all Rochester individuals live in "conventional" households, consisting of two parents with one or more children.
- o One-fourth of Rochester individuals live in man and wife households.
- o All other individuals live in single-person households, single-parent households, or with family members.
  - \* Eight percent of Rochester individuals live in single person households.
  - \* Six percent live in single-parent households.
  - \* The remaining five percent live with other family

members.

- o Twelve percent of Rochester individuals live in intermarried households.

#### Age Distribution:

- o Over one-fifth of all household members, 21%, are under age 18.
- o Seventeen percent of the Rochester Jewish population is over the age of 65.
- o The remainder of Rochester's Jewish population demonstrate the "graying" of the Jewish community:
  - \* Adults ages 18 to 24 comprise 9% of the population.
  - \* Ten percent of Rochester's Jewish population is between 25 to 34.
  - \* Fourteen percent are between 35 and 44.
  - \* Fifteen percent range from 45 to 54.
  - \* Fifteen percent are between 55 and 65 years old.

#### Marital Status:

- o Two-thirds of the Jewish population, 67%, is married.
- o Almost one-fourth 23%, is single.
  - \* Adults ages 18 to 24 account for a large portion of this single population, with 98% of them being single.
  - \* Only 30% of adults 25 to 34 are single.
  - \* Ten percent of adults 35 to 44 are single.
- o Divorced parents make up 4% of the total population.
  - \* Ten percent of adults 35 to 44 are divorced.
  - \* The proportion of divorced adults ages 35 to 44 is higher for men.
- o Five percent of Rochester males, and 7% of females, live in single-parent households.

#### Intermarriage:

- o Twelve percent of Rochester respondents are intermarried.
- o The proportion of intermarried households is highest among married couples ages 25 to 34.
- o **A substantial number of younger children with at least one Jewish parent are not being raised as Jews.**
- o Fifty-five percent of all men and 33% of women not born Jewish have converted to Judaism. There is a marked difference between age groups:
  - \* Of women ages 45 to 54, only 8% had converted.
  - \* 72% of women ages 35 to 44 converted, while this figure dropped to 22% among women ages 25 to 34.
- o A second or third marriage is more likely to be an intermarriage than the first marriage.

#### SERVICE IMPLICATIONS:

- I. Preference for Jewish-sponsored services: A substantial proportion of respondents indicate that they prefer obtaining services from a Jewish

organization. This preference remains regardless of the stage of family cycle of the respondent.

For example:

- o Child day care programs under Jewish auspices are preferred by 65% of respondents.
- o A total of 73% prefer Jewish-sponsored elderly housing.
- o Over half of all respondents, 56%, prefer personal or family counseling offered under Jewish auspices.

**II. Unmet needs:** As the population ages, it should be expected that service needs for both the well elderly as well as the dependent or disabled elderly population will increase. In addition to the significant proportions of potential service users among the elderly, the need for day care, preschool, and related child care programs should be expected to continue. There are significant service demands from the single-parent population as well.

- o Seventeen percent of Rochester's Jewish population is over the age of 65, including 6% over 75 years old. It is projected that almost 800 individuals over the age of 65 need some kind of assistance.
  - \* About 32% of those over 75 have no automobile.
  - \* About 12% of individuals ages 55 to 75 say that they require assistance on a daily basis because of some disability.
- o It is expected that day care, nursery school care, and infant day care needs will continue to be relatively high. About 700 households have a woman anticipating having a child within the next three years.
- o About 6% of all households consist of single parents and their children.
  - \* This proportion, while relatively small, comprises a good share of all households with children in them.
  - \* Nearly 14% of all households with children are headed by single parents.
- o About 11% of the population said that they had a need for marital, family, and individual counseling. These individuals can be found in all age groups, religious identification groups, and income groups.
  - \* 22% percent of single parent households needed marital, family, and individual counseling;
  - \* 14% of "conventional" families needed some form of counseling.
  - \* Seven percent of those needing some kind of counseling did not get the help they needed. The vast majority of those who used any kind of counseling services received the needed help outside the Jewish community.
- o A relatively small proportion of those needing child care assistance, only about 32%, receive child care from Jewish agencies.

**III. Awareness of services:** Many potential users of Jewish-sponsored services do not know enough about the supplier agencies to evaluate them. This factor also plays a role in evaluating and satisfying unmet need. Services for which these respondents stated a need very often already exist among the offerings of Jewish agencies, but remain unknown to those needing them.

- \* About 43% of respondents did not know enough about the Jewish Family Service to evaluate its quality.
- \* Intermarried couples are far less likely to know anything about the Jewish Family Service, with 80% not knowing enough about offerings to rate their quality.
- \* About 50% do not know enough about the quality of the services of the Jewish Community Federation of Rochester to evaluate their services.

#### **CAMPAIGN IMPLICATIONS:**

**I.** The substantial proportions of individuals who are not members of "traditional" households indicates a need for creating marketing approaches geared towards these sub-groups. Many of these individuals have needs which are not being met, due to lack of availability or awareness, in the service sector of the Jewish communal system. Their lack of institutional attachment is visible in the Federation campaign, as well.

- o Married-couple households are more likely to make a contribution to Jewish philanthropies than those headed by single persons, 83% versus 53%.

#### **Patterns of Giving to the Federation:**

- o Households with younger respondents are less likely to give to the Federation than they are to Jewish philanthropies in general.
  - \* Only 26% of those 25 to 34 give to the Federation.
  - \* 53% contribute to Jewish philanthropies.
- o Man and wife households are most likely to contribute to the Federation.
  - \* 70% of man and wife households give to the Federation.
  - \* The figure for "traditional" households is 58%.
- o Only 28% of the respondents in intermarried households contribute to the Federation.

**II.** Both age and placement in the life and family cycle affect attitudes towards tzedaka and contributions. A traditional commitment to tzedaka is diminishing somewhat among the younger Jewish population. Traditional tzedaka is not very important to almost one in five givers under the age of 55, and it is very important to only about 32% of those ages 18 to 24.

- o About 79% of respondents said making a gift to meet many Jewish needs was a very important or somewhat important motivator in their decision to give to Jewish philanthropies.
- o The proportion of households with respondents saying they give to Jewish philanthropies decreases with each younger age cohort.

- \* 97% of those ages 65 to 74 contribute.
- \* 81% of the 55 to 64 year old population contributes.
- \* While 74% of those between 45 and 54 contribute, only 53% of those 25 to 34 give.
- o The nature of the solicitation is critical for some subgroups of givers. Respondents in the 25 to 34 cohort are more likely to say the nature of the solicitation is very important or somewhat important in their decision to give.

#### Residency, Housing, and Mobility:

- o Rochester's Jewish respondents are primarily a local, home-owning population.
- o More than three-quarters, 78%, own their own residence, while one-fifth rent.
  - \* Ownership is high even among the younger adults. Four out of five respondents ages 25-34 own their own homes.
  - \* 44% of singles rent, as do 45% of widows, and 42% of those separated or divorced.
- o Less than one-third of respondents who might move said that there was some likelihood of their moving from Rochester within the next three years.
  - \* Most likely to move are those between 18 and 35:
    - Two-thirds of those between 18-24 are very or somewhat likely to move.
    - Over half of those between 25 to 34 are likely to move.
  - \* However, more than half of those between 18 to 44 who were moving were thinking of moving within the Rochester area.

#### SERVICE IMPLICATIONS:

**I. Awareness of services:** New households tend to be least familiar with available services. The high proportion of "natives" of the Rochester community who are unaware of existing services, indicates a need for increased attention to the marketing component of service provision. Lack of knowledge about existing services results in underutilization of services, as well as feelings of unsatisfied needs. Informing new arrivals of the range of services available is a basic step towards including them in the Jewish community.

In this, the JCC has been extremely successful. Those who have moved to the Rochester area in the last five years are just as familiar with the JCC as those who been there for ten or twenty years, or have lived in Rochester all their lives. The JCC is the institution that is most likely to be known to the most recent migrants. This success with recent arrivals to Rochester can perhaps serve as a model of effective marketing strategies for other Jewish agencies.

**II. Perceived quality of services:** Recent arrivals, unfamiliar with the offerings of the Jewish community, or those not tied to the Jewish system, also tend to be unable to evaluate the quality of services available to them.

Again, the JCC is an exception. Even people who have been in the community only a short time give the JCC a high ranking, demonstrating that the JCC has been successful in reaching out to all constituencies in the Jewish community of Rochester.

#### **CAMPAIGN IMPLICATIONS:**

I. The Federation needs to further develop the depth of the campaign.

o Recent movers are far more likely to make a contribution to some other Jewish philanthropy than to give to the Federation.

\* Only 34% of the respondents who have been in the Rochester Jewish community for five years or less make a contribution to the Federation.

\* The Women's Division has had little success attracting gifts from those who have moved to the Rochester area in the 1980s, only 7% of this group contributing.

o Native Rochester households are not very much more likely than those born elsewhere in the United States to make a contribution to the Federation, although they are more likely to make larger contributions.

II. The Federation needs to expand its human resource and leadership development efforts. The lack of bigger givers who are not native-born, suggest a system that may be too closed, or easily perceived as such, and demonstrates the importance of creating greater openness.

III. In terms of marketing the Federation, more attention will have to be given to locating new households. Tracking these households upon arrival, informing them of services available and the purpose of the Federation integrates and strengthens the community, as well as increasing the potential of the donor pool.

#### **Secular Education:**

o More than two-thirds of single men and women are currently in school.

o Significant proportions of older respondents are also enrolled in school. Fifteen percent of individuals ages 25 to 34 are in school, as are 12% ages 35 to 44.

#### **Labor Force and Employment:**

o Forty-three percent of Rochester's Jewish individuals work full-time; 17% work part-time, while 20% are retired, 12% are homemakers, 2% are disabled, another 2% unemployed, and 14% are students.

\* Of Rochester's Jewish men, 61% work full-time, 12% part-time. Fourteen percent are students.

\* One-quarter of Rochester's women work full-time, while 23% work part time and another 23% are full time homemakers. Fifteen percent are students.



- o Significant proportions of the younger Jewish population are students:
  - \* 57% of men ages 18 to 24 are students, while only 9% of those 25 to 34 are.
  - \* 57% of women ages 18 to 24 are students as well. However, only 7% of those between 25 and 34 are.
- o The majority of Jewish women under the age of 55 work full or part time outside the home for pay.
  - \* More than half of women ages 25 to 34 are labor force participants.
  - \* Nearly three-quarters of those 35 to 44 are employed.
  - \* Two-thirds of women 45 to 54 work outside the home.
- o Married women with one or more children at home are also very likely to be labor force participants:
  - \* One quarter of married women with children at home work outside the home for pay full-time, while one-third work part-time.
  - \* Fewer than one-third of married women with children are full-time homemakers.
- o One-third of women who are single parents work full-time, while 15% work part-time.

#### **Unemployment**

- o Many women in Rochester report experiencing difficulties in finding employment within the past few years.
- o Nine percent of Jewish men, and 15% of women, have been unemployed recently.

#### **Disability**

- o Only 2% of men and 1% of women call themselves disabled. However, 6% of Rochester Jewish men, and 9% of women said they had limiting health conditions.
- o Of persons with limiting health conditions, young men and older women are the most likely to require daily assistance:
  - \* 11% of men ages 18 to 24 had limiting physical conditions, as did 11% of those 65 to 74, and 19% of those over 75.
  - \* Limiting physical conditions account for the greatest proportion of women between 55 and 64, 20%, while 13% of women ages 65 to 74 and 44% of those over 75 have limiting conditions.

#### **SERVICE IMPLICATIONS:**

**I. Unmet needs:** Substantial proportion of Rochester's working women are mothers. Their presence in the labor force requires additional services, such as child care, flexible religious education which takes into account transporting difficulties, as well as counseling and recreation needs, adaptive to pressures and time constraints. Additionally, significant proportions of the elderly population are possible service users and potentially economically dependent upon the community for support.

- o The large student population among Rochester's Jewish young adults indicates a need for college campus programs or singles programs for the student population, as well as for the more general young and older adult population. Younger Jews are more likely to meet their spouse at school or work than are older Jews. Providing school programs may help combat the growing tendency to intermarry.
- o Programs for teenagers are also increasingly important as more mothers enter the labor force. Recreation and social programs can be used to build Jewish identity and community.
- o About 10% of all households said that they needed some child care help.
  - \* Help needed included infant day care, nursery school care, day care for older children, and after-school programs, as well as part-time sitters.
  - \* Twenty-five percent of all parent and children households need help.
- o About 12% of those ages 55 to 75 say that they require assistance on a daily basis because of some disability. It should be expected that nursing home care, in-home health care, and other needs for the dependent elderly population will increase sharply for those ages 75 and above.

**II. Preference for Jewish-sponsored services:** In addition to the needs of the overall community, a plethora of new needs have arisen as more and more women, many of whom are mothers, have entered the labor force. A great many of Rochester individuals express a preference for utilizing Jewish-sponsored services, where available.

- o A total of 31% prefer Jewish sponsorship of services to help in finding a job.
- o Forty percent of all respondents strongly prefer programs for teenagers sponsored under Jewish auspices, while an additional 30% moderately prefer such programs.
- o A total of 68% of respondents prefer college campus programs to be Jewish-sponsored.
- o Child day care programs offered under Jewish auspices are preferred by a total of 65% of respondents.
- o There is a strong market for Jewish-sponsored services for the elderly in every income bracket.
  - \* Jewish-sponsored programs for the disabled are preferred by 55% of respondents, with lower income households more likely to strongly prefer such services than higher-income ones.
  - \* A total of 73% prefer housing for the elderly to be offered under Jewish auspices.

**CAMPAIGN IMPLICATIONS:**

**I.** Since a large proportion of Jewish women in all age groups are labor force participants, the campaign generally has access to two incomes within a household where there is a married couple.

II. Plans for attracting and training volunteers must take into account the fact that many women now work outside the home for pay, and have different time constraints.

III. If Rochester's social services are able to respond to the changing demands and nature of the Jewish community, it will positively impact not only the sense of Jewish community, but also campaign possibilities. The Jewish population is dependent on many services, such as child care and elderly assistance, obtaining them whether or not they are offered by Jewish agencies. Making such services part of the Jewish communal service provision system further binds those needing the services to the Jewish community, while simultaneously increasing participants knowledge and awareness of the services available, and the quality of these services. Building a reputation for being responsive and quality oriented will positively affect the campaign.

**Income:**

- o More than one-third of Rochester's households earn between \$20 and \$40,000 a year. However, substantial proportions earn both less, and more.
  - \* 17% reported earning less than \$20,000 per year.
  - \* 17% earned between \$40 and \$50,000.
  - \* 18% earned between \$50 and \$75,000, while 8% earned between \$75 and \$100,000, and another 6% earned over \$100,000 a year.
- o Much higher proportions of women earn less than \$20,000 a year than do men.
  - \* For men, 9% earned under \$20,000 a year.
  - \* 16% of women earned under \$20,000 a year.
- o Almost one-third of respondents said they received primary income other than wages. These respondents were primarily in the older age groups.

**SERVICE IMPLICATIONS:**

**I. Preference for Jewish-sponsored Services:** There is a market for Jewish-sponsored services among those who can afford to pay for such services. Preference for Jewish-sponsored services cuts across religious identity, income, age, and other subgroups.

- o A market for Jewish-sponsored services exists among the highest income households in the Rochester area for counseling services.
- o There is a strong market for Jewish-sponsored housing for the elderly and day camp for children in every income bracket.

**II. Unmet Needs:** In order to meet the needs of significant proportions of those requiring services, subsidies of services must be incorporated or expanded. About 17% of households show a total income of less than \$20,000 per year, and another 19% have annual incomes of between \$20 and \$30,000.

Therefore, some subsidies will be required for a number of services. The elderly population, specifically, may require financial aid.

- o Lower income households are more likely to have a strong preference for Jewish-sponsored programs for the disabled than are higher income households.
- o A similar pattern can be seen in preference for Jewish sponsorship of help in finding a job.

#### **CAMPAIGN IMPLICATIONS:**

I. Based on income alone, the data show a much greater capacity for larger gifts. Significant proportions of higher income households contribute less than \$500 a year to Jewish philanthropies. Even larger percentages of high income households contribute less than \$500 a year to the Federation. While the percentage of households with someone making a gift to Jewish philanthropies increases as income levels rise, it does not grow proportionate to the income growth. The contribution patterns of high income households are a matter of concern.

- o Approximately 59% of those with incomes under \$30,000 make a contribution to Jewish philanthropies.
- o 72% of those earning between \$30 and \$50,000 contribute.
- o A total of 30% of households with incomes between \$75 and \$100,000 contribute \$100 or less to Jewish philanthropies, revealing a gap between the ability to give and actual gifts. Eleven percent say they contribute nothing, and 19% contribute less than \$100. Thirty percent of those households earning \$75,000 or more give the Federation nothing.
- o Half of the households with incomes of \$75,000 or more who contribute to the Federation give less than \$500 per year.
- o The majority of households with incomes exceeding \$100,000, 61%, say they contributed less than \$500 to all Jewish philanthropies in 1985.

II. About 51% of respondents did not know enough about the Federation to evaluate it. While large donors are more likely to be positive about the Federation, substantial proportions, even the largest givers, do not know enough about the quality of services offered through the Jewish communal service network, to evaluate them. For campaign purposes, the proportion of big givers who are unfamiliar with the services offered indicates a need for greatly increased feedback to the contributor.

#### **Religious Characteristics:**

##### **Religious Identification:**

- o The religious composition of the Rochester Jewish community is largely Conservative and Reform, comprising almost three-fourths of the entire Jewish population.
  - \* 38% percent of respondents categorize themselves as Conservative.

- \* 39% say they are Reform.
- \* Only 5% are Orthodox.
- \* 8% call themselves "just Jewish."
- o Most intermarried households identify themselves as "just Jewish" or Reform.

#### Synagogue Affiliation and Attendance:

- o 55% of respondents belong to temples.
- o Of those who are not currently paying dues to a temple or synagogue, two-thirds said they would not join in the future, one-fifth said they would, and 11% said they might.
  - \* Of respondents ages 35 to 44, only 18% of those who are not currently affiliated had plans for joining. The proportion was much lower for older non-affiliated Jews, with only 3% of respondents ages 45 to 54 definitely planning to join.
  - \* Single parents, the intermarried, and widows were far more likely than married couples to say they had no intention of joining a temple.
    - 95% of single parents stated they did not intend to join.
    - 81% of intermarrieds expressed no intent to join.
- o Ten percent of respondents attend religious services weekly. Another 8% go a few times a month. Almost one-fourth, 24%, go only on high holidays, and 17% said they never attend.
  - \* Young adults are the group most likely never to attend. More than half of adults ages 18 to 24 never do.
  - \* Singles are also not very likely to attend services, with 33% responding they never do.
  - \* Intermarried couples are also among those not likely to attend religious services, 47% never going.
  - \* 38% of separated or divorced persons never attend.

#### Ritual Observance:

- o There is continued observance, by large proportions of Rochester's Jewish community, of many holidays.
  - \* Nearly three-quarters of Rochester Jews say home from work on the high holidays.
  - \* 71% of Rochester's households always light Chanuka candles, while 26% usually or sometimes do.
  - \* 69% of respondents said they always attended a Seder.
- o Those observing the more continuous rituals account for smaller proportions of the population.
  - \* Over one-fifth of Rochester households always light candles Friday night, while close to 10% sometimes do.
  - \* About one-fifth said they always kept kosher at home, and another 10% said they usually or sometimes did.
  - \* Only 4% say they sometimes or always refrain from driving on the Sabbath.

**Jewish Education:**

- o 91% of Rochester's Jewish males, and 73% of females, have received some formal Jewish education, the most prevalent form being afternoon Hebrew School.
- o Younger children are much more likely to be enrolled in Hebrew day schools than are older children.
  - \* While 25% of boys under 5 years of age were in Jewish day schools, only 13% of boys ages 6 through 12, and 3% of boys 13 to 17 were enrolled in day schools.
  - \* Among girls, 13% of 6 to 12 year olds are enrolled in Jewish day schools. However, only 3% of 13 to 17 year old girls attend day schools.
- o A substantial number of younger children with at least one Jewish parent are not being raised as Jews.
- o Current Jewish education falls off precipitously during the adult years, more dramatically in Rochester than in most cities.
  - \* None of the men ages 18 through 44 are currently taking classes, while small proportions of other cohorts are.
  - \* The equivalent proportions for women are somewhat higher: 8% of women 18-24, and marginal proportions of older women are currently enrolled in Jewish education.
- o One-third of boys and almost half of girls between the ages of 13 to 17 were planning future Jewish education. Furthermore, adults also plan to take classes in the future.

**Friendship Patterns:**

- o Rochester Jews continue to socialize primarily -- but not exclusively -- with other Jews. Almost 9 out of 10 respondents said at least one of their three closest friends were Jewish, and almost half said that all three were Jewish.
  - \* While 75% of the older respondents, those 65 to 74, say that all of their closest friends are Jewish, only 14% of those in the youngest age group, 18 to 24, responded in kind.
  - \* The largest group saying none of their closest friends are Jewish are those between 25 and 34, with 29% responding in this manner. This is also the cohort with the largest number of non-convert intermarriages.

**SERVICE IMPLICATIONS:**

**I. Unmet Needs:** For single parents, intermarried couples, and widows, as well as singles, feeling outside the pale of traditional Jewish families, as well as finances and other issues, may in fact be reasons why they do not intend to join a synagogue or temple. Special outreach efforts, directed or reduced rates for these groups, may be called for to reach these marginal groups.

Additionally, the large portion of young adults currently enrolled as students indicates a need for attention to the religious offerings of institutions of higher learning. Most younger adults are not yet affiliated with temples or synagogues, relying either on their family's membership, or school services. Providing interesting and varied religious offerings at this stage is a good method of integrating younger Jewish individuals into the Jewish community.

**II. Awareness of services:** Synagogue members are most likely, as dues paying participants in the Jewish community, to be aware of services and programs available. Innovative and creative attempts to draw more members of Rochester's Jewish community into the affiliated network will increase awareness and positive perceptions.

Significant numbers of Rochester's Jewish residents are not familiar with the areas Hebrew Schools. The largest proportion of Rochester residents, almost 50%, do not know enough about the quality of services offered by the Bureau of Jewish Education to evaluate it. Similarly, 45% did not know enough about the Hillel Day School to estimate its quality, and Midrasha is unknown to 70% of the Jewish population. An additional 53% did not know enough about the Hillel College Program to evaluate it. These numbers indicate a serious need to better inform the Jewish population about the educational opportunities available to them. Continuing education, for both adults as well as children, may be a most effective method of further integrating the Jewish community.

#### **CAMPAIGN IMPLICATIONS:**

- I.** Synagogue members are the most likely of all subgroups to make some gift.
- o 92% of synagogue members made a contribution to a Jewish philanthropy, as compared to 56% of non-members.
  - o Nearly all contributors of \$1,000 or more per year to Jewish philanthropies belong to a synagogue.

Therefore, special efforts via these institutions are essential. Any efforts to increase synagogue and organizational memberships are probably beneficial to long-range campaign efforts. The more tied to Jewish life people become, the more likely they are to make a contribution.

**II.** The socialization patterns of Rochester's younger Jews are demonstrably different than that of the older population. A large portions of Jews between 25 and 34 years of age, 29%, said none of their closest friends were Jewish. Such Jews are less likely to be involved in the Jewish network, and are thus easily missed during the process of fundraising. If the campaign is to incorporate these individuals into the fundraising process, broader targeting of the overall Jewish community is necessary.

#### **Israel:**

Israel plays a central role in both Jewish education and campaign. However, indicators show that the relevance of Israel as a campaign tool, while still effective, has declined somewhat, specifically among certain sub-groups.

- o Thirty-eight percent of the respondents said someone in the household has visited Israel at least one time.

- o Almost two-thirds of Rochester's Jews have never visited Israel.
- o Half of Rochester's Jewish intend to visit and another quarter may visit Israel in the future.
- o About 70% of those giving \$500 or more a year to the Federation have visited Israel.
- o About 46% of the respondents said financial support for Israel is very important, and another 35% said it is somewhat important.
  - \* Younger cohorts are much more likely to say that support for Israel is not at all important in their decision to give:
    - 28% of the 35 to 44 year olds say that support for Israel is not at all important in their decision to give.
    - 18% of the 25 to 34 year olds agree, as do 25% of the 18 to 24 year olds.

#### **CAMPAIGN IMPLICATIONS:**

**I.** A visit to Israel plays an effective role in increasing giving patterns. The data indicates that either those who have a predilection to visit Israel in the first place are more likely to give, or than people who visit Israel are positively reinforced to give something or more than they already do to Jewish philanthropies.

- o About 65% of those who contributed \$500 or more per year to Jewish philanthropies have been to Israel at least once.
- o However, one-fourth of those giving \$1,000 or more per year to Jewish philanthropies have never been to Israel.

Therefore, greater numbers of individuals should be induced or persuaded to visit Israel on missions. The effects upon giving may be substantial.

**II.** The strength of the relationship between feelings about Israel and the decision to give vary a great deal by age and religious identity.

- o The majority of large givers, 73% of those contributing \$1,000 or more per year to Jewish philanthropies, say that support for Israel is very important in their decision to give.
- o 65% of those contributing between \$500 and \$1,000 yearly agree with this assertion.

The strength of support for Israel in terms of philanthropic dollars diminishes as the age group and religious identity decline. This calls for multiple marketing approaches.

**III.** Efforts must be made to educate and familiarize younger Jews about the importance of Israel in the Jewish community, and how money in Israel is spent, while simultaneously emphasizing messages other than support for Israel in soliciting funds from certain subgroups. Younger Jews may be supportive of Israel, but it does not mean that this support will translate into gifts to Jewish philanthropies, according to the data. Unless attention is paid to this finding, the long-term affect on fund raising in Rochester can be quite serious.



**News Dissemination:**

- o Organization newsletters are the largest source of information about the Jewish community. Over half of all respondents, 55%, cite organization newsletters as the source of news they use to learn about the community.
- o Synagogue newsletters provide a source of information for 45% of all households.
- o The Jewish Ledger is a source of information about the community for only 39% of all respondents.
- o Higher organizational affiliation patterns reinforce one another. Large contributors are much more likely to receive their news about the Jewish community through The Jewish Ledger, 55%, and through synagogue newsletters, 71%.

**SERVICE AND CAMPAIGN IMPLICATIONS:**

I. Alternative forms of publicity, such as increased use of direct mail, organization newsletters, use of radio and TV, and other means are necessary to reach all of the Jewish population, especially the less affiliated, to inform them about the Federation and its purposes, as well as available services. Additionally, greater circulation of the community Jewish newspaper will serve to build community, as well as holding long-term implications for the campaign. Younger Jews, less likely to be synagogue members or aware of the function of the Federation, are missing out on much information concerning available services and programs. This lack of knowledge of what is available fuels feelings of unmet needs, as well as in under-utilization of existing services. Insufficient news dissemination affects the following areas:

- A. Awareness of services
- B. Perceived quality of services
- C. Utilization of services
- D. Unmet needs
- E. Ability to attract unaffiliated and marginally affiliated members of the Jewish community into the campaign, leadership roles, various community building factors.

II. The proportion of givers, of all levels, who do not know enough about the services to evaluate them indicates a need for greatly increased feedback to the contributor. Since much of the campaign is based on soliciting support for local agencies and services, it is incumbent upon the Federation to better publicize local agencies and services.

**Patterns of Giving to Non-Jewish Philanthropies:**

- o About 75% of all households have someone who makes some sort of contribution to philanthropies sponsored by an organization outside of the Jewish community.
- o Of those giving to non-Jewish philanthropies, about 51% give less than \$100. Twenty-three percent give nothing.
- o Respondents between the ages of 18 to 24 are the least likely to make a contribution to non-Jewish philanthropies.

Forty-nine percent say they contribute.

**Contribution Patterns to Special Funds:**

- o About 23% of the respondents said they have made a contribution of \$500 to a special fund.
- o Most likely to make a contribution of \$500 to a special fund are respondents between the ages of 45 and 64, and those with incomes exceeding \$100,000 a year.
- o Substantial proportions of large contributors to the Federation have also contributed \$500 to a special fund:
  - \* 90% of the largest contributors have given to a special fund.
  - \* 61% of those contributing between \$500 and \$1,000 to the Federation have also given \$500 to a special fund.
- o Eight percent of those who give nothing to the Federation made a gift of \$500 or more to a special fund.

**Patterns of Giving to the Women's Division:**

- o About 13% of the respondents make a contribution to the Women's Division.
- o Of the largest contributors to the Federation, 45% contribute to the Women's Division; 41% of those contributing between \$500 and \$1,000 per year to the Federation also contribute to the Women's Division.
- o The Women's Division has had little success attracting gifts from recent arrivals in Rochester. Only 7% of those moving to the Rochester area in the 1980s contributed.

**Endowment Program:**

- o Less than half of all respondents, 42%, indicated an awareness of the endowment program.
- o 55% said they were unaware of the existence of the program.
- o Older respondents, and those with higher incomes, are more familiar with the endowment program:
  - \* Respondents between the ages of 55 and 74 are most likely to have heard of the endowment program.
  - \* Respondents with incomes of \$30-39,000 and those with incomes exceeding \$100,000 are the most likely to have heard of the program.