



SHIFRA

empowering the unexpected journey

SHIFRA ANNUAL REPORT 2022

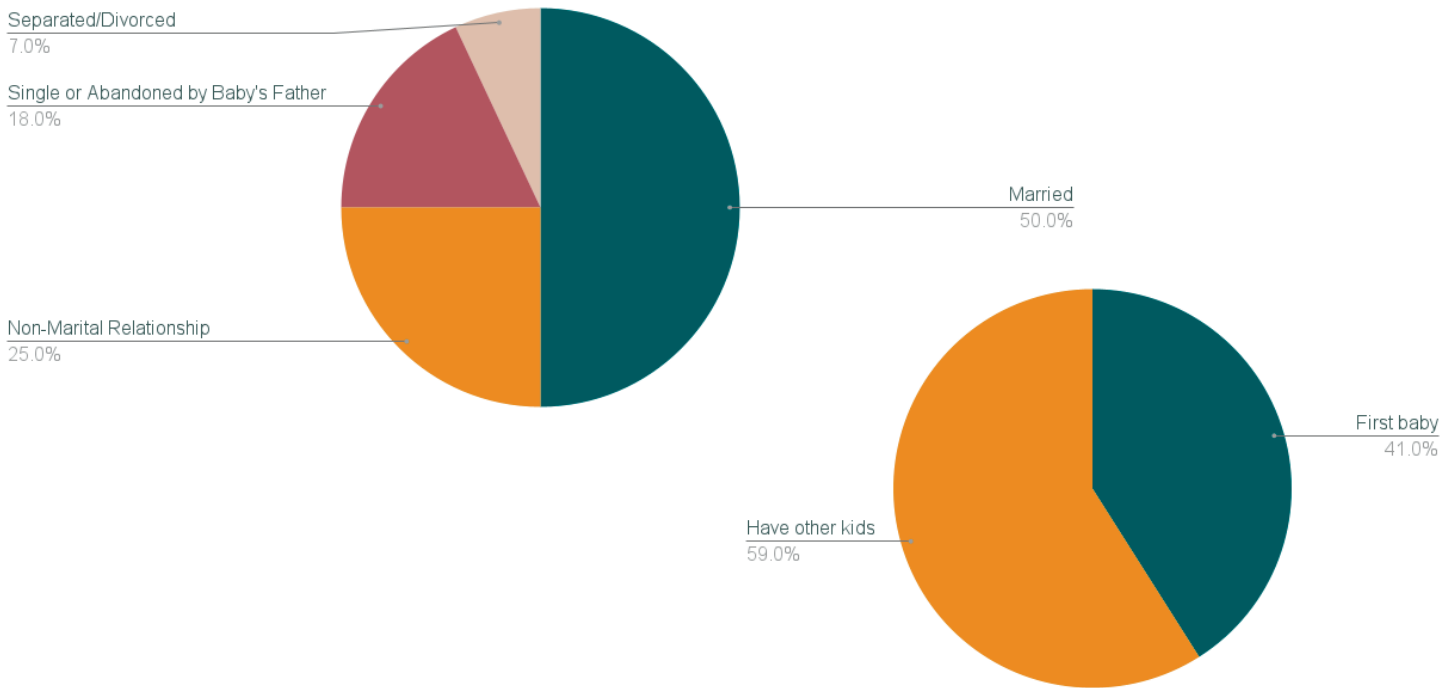
*"I called out of
desperation and
loneliness in the
early stages of my
pregnancy..." - Yaffa
See the full interview
on Page 5*

**MISSION
ACCOMPLISHMENTS
GOALS**





MISSION STATEMENT

To nurture women through unplanned pregnancy crises and empower them to flourish as women and as mothers

WHO CALLS SHIFRA?



WHY DOES SHE CALL SHIFRA?

 <p>Financial concerns: How could I afford a baby now?</p>	 <p>Unstable relationships: How can I have a baby when our relationship is unhealthy, unstable or abusive?</p>
 <p>Emotional overwhelm: How could I handle having a(nother) baby given... [my stresses with other children, my tiny living space, etc.]?</p>	 <p>Coercion or abandonment: How can I have this baby when people close to me won't support me?</p>

LETTER FROM OUR FOUNDER ERICA PELMAN



*"To everything, there is a season and a time for every purpose under heaven. A time to be born, a time to die...a time to plant and a time to pluck up that which is planted."
Ecclesiastes 3:1-8*

In 2022, SHIFRA saw many joyous births and new beginnings. **We served 20% more long-term clients than in 2021- a total of 60 pregnant and postpartum moms.** Additionally, we served more alumnae moms who joined our ongoing SHIFRA Moms support group. We have now helped more than 220 moms and babies since 2019.

This year, we also laid the groundwork for scaling: we expanded staffing, integrated new Board leadership, and led a successful #DeliverMore campaign. **Together, we raised 30% more donations than in 2021, more than \$317,000.** After more than a decade, we transformed our brand from "In Shifra's Arms" to SHIFRA. We prepared a new communications strategy for 2023 that drastically expands our reach. It's already working.

In January 2023, we had five times as many new clients as we did in an average month in 2022.

Unfortunately, we also experienced a tragic loss in 2022. Our first Helpline Counselor, Fraida Nathan, passed away, Zichrona L'vracha- may her name continue to be a blessing. While Fraida was in hospice, I had the privilege to visit her. On behalf of our SHIFRA family, we celebrated her life by playing audios of her client's testimonials and telling stories about the lives she saved and the hearts she healed. Those were sacred moments that I will treasure forever.

For over nine years, Fraida's compassion and wisdom shaped SHIFRA in ways that will never end. In December, after Fraida's death, married mom Leah strongly considered abortion because of her financial and emotional stress. She had spoken with our counselor but needed to talk to a peer who had been a SHIFRA client. We arranged for her to talk to Shaina, one of Fraida's former clients. This was the first time we made a match like this-- but it won't be the last. After talking to Shaina, Leah chose to continue her pregnancy. Even though we lost Fraida, she is continuing to save lives. Her lovingkindness will continue to be paid forward without end.

Your kindness is also paid forward without end. Thank you for everything your generosity makes possible. It's truly an investment with endless dividends.

Erica Pelman

**Names changed to protect privacy.*

MEET THE TEAM



ERICA PELMAN
FOUNDER
& EXECUTIVE DIRECTOR



CHAYA TOPAS
DIRECTOR OF
COMMUNICATIONS



FRAN GUTSTEIN
LCSW, COUNSELOR



CAROL GORDON
LCSW, COUNSELOR



MENUCHA ROBESON
CARE TEAM MANAGER

Message from Our Board President:

SHIFRA is the only organization in the United States that supports and gives options and real choices to Jewish women with unplanned pregnancies. When I learned about SHIFRA and everything they do and all that they offer to women and their babies-- I knew I had to be involved.

We are transforming SHIFRA from a grassroots organization to a world-class brand. Every Jewish woman must know she can access and lean on SHIFRA if she needs to. Countless lives are at stake.

The testimonies speak for themselves; every woman receives professional counseling and a special package tailored to her needs and her baby's needs.

I am honored and privileged to be part of this life-changing organization.

Debbie Garfinkel

CHAIRMAN OF THE BOARD





YAFFA'S STORY

Why did you call SHIFRA?

It is hard for me even to write this now, but I called out of desperation and loneliness in the early stages of my pregnancy. I was feeling very overwhelmed with my young child at home, scared to go through the physical challenges of pregnancy again, and was not feeling very connected in my relationship. I didn't know who to talk to who would take my concerns seriously and help me.

How did you feel when you first spoke to our counselor?

I felt relieved to have someone listen without judgment. I felt supported by them immediately... even though I wasn't sure what I would do...

If you were considering abortion at the time of the call, why did you choose to continue?

I chose to continue my pregnancy because I felt like I had the support to do so.

How did SHIFRA counseling help?

Knowing that my counselor, Fraida, would really be there for me helped me decide to continue my pregnancy. Fraida also helped strengthen my marriage so much.

What SHIFRA financial and material aid did you receive? How did these make a difference in your life?

I received financial aid for cleaning help and diapers once my baby was born. The cleaning help has made such a difference... our house stayed clean. Financial aid for diapers was also a big help.

Tell us about your baby and being a mom. What do you love the most?

The best part about it is seeing the interaction between my two children. They are close in age, and my toddler has loved the baby from the start. Seeing them laugh with each other and show affection is so heartwarming. I know I made the right choice.

What has your work with SHIFRA taught you?

I've learned that there is help out there if you take the time to look for it and you accept it. It was not easy for me to call SHIFRA and accept the help that was given, but seeing how far I've come, I know that it was worth it. I've learned a lot about myself, and my marriage is stronger because of the counseling we received.

What is your message to SHIFRA's donors?

I have been amazed by the amount of support SHIFRA has given me and my family. My baby is here with us because of SHIFRA. The whole team goes above and beyond to be there for women in their time of need, and it made the biggest difference in my life. Thank you for supporting SHIFRA's mission...

**Name changed to protect privacy.*

WHAT WE DELIVERED

\$70,400 in care packages, material aid, and grants for 60 women. A typical grant starts at \$1800, but counseling is more essential for some women, or they won't need aid until the baby is born.

\$95,000 in counseling, case management, and parenting classes for 80 women counting short-term cases and alumni in parenting classes.

SHIFRA employs the **NES** method of care for all clients: **N**urture, **E**mpower, **S**upport.



In 2022, we began shipping new moms a Cradlewise SmartCrib- this advanced technology can rock a baby back to sleep, allowing a new mom the rest she needs.



We Nurture

- Care packages
- Material goods, i.e. maternity clothes, diapers, cribs, and more
- Financial aid customized to individual needs



We Empower

- Professional counseling to build resilience and confidence
- Prenatal classes to ensure a sense of preparedness



We Support

- Lifetime SHIFRA Mom parenting classes and professionally led support group
- Referrals to Jewish communal resources for career, housing, adoption, and other needs

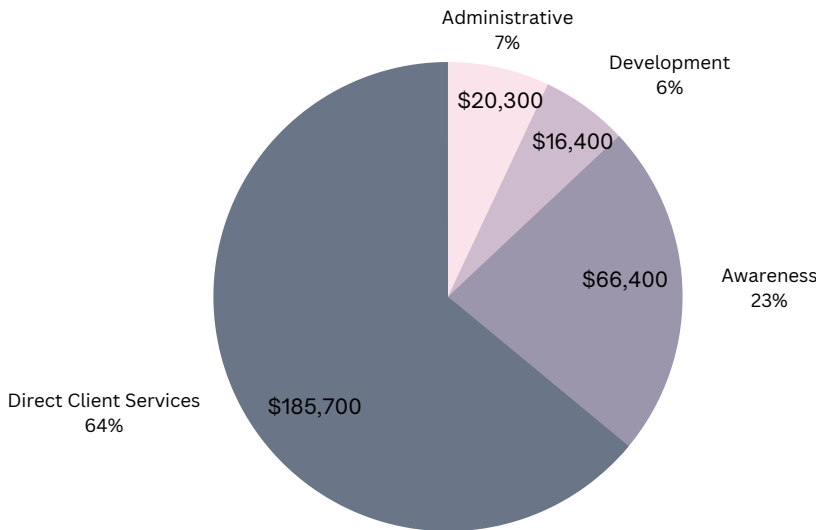


Care Packages:
Prenatal
Postpartum
First Birthday

NES has another meaning, "miracle," which is what every client is to us.

FINANCIAL STATEMENT 2022

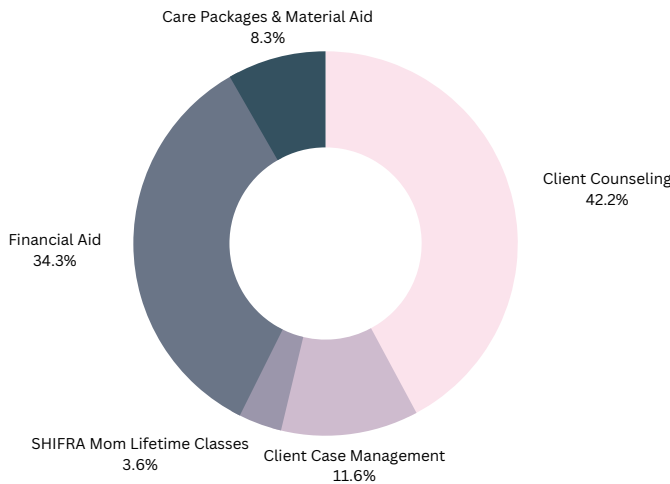
Expenditures \$288,000



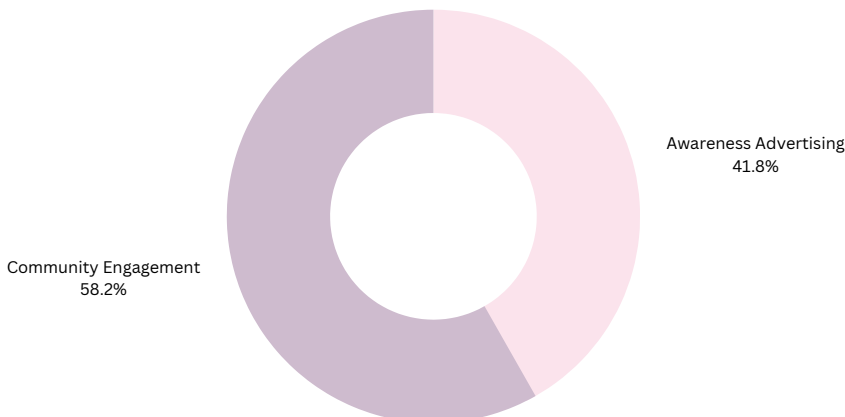
Foundations & Sponsors

- \$25,000+**
- Anonymous, Texas
- Hertog Foundation
- Mona Charen and Robert Parker
- \$10,000+**
- Anonymous, Baltimore (2)
- Anonymous, Chevy Chase
- Ken and Erica Pelman
- The Walder Foundation
- \$5,000+**
- Alteas Health
- Debra and Denny Berman
- Larry and Barbara Field
- Rona and Robert Kelner
- Alan and Susan Sager
- Joyce Stern
- \$2,500+**
- Michael and Felicia Baskin
- Senator Norm Coleman
- Susan and Michael Diamond
- Karen and David Hyman
- Daniel and Eugenie Kohanchi
- Meir & Eli Meystel
- Yaakov and Arielle Roth
- \$1,000+**
- Anonymous, Potomac
- Michael Berenhaus
- The Bresler Tzedakah Fund
- Meryl and Aaron Chaitovsky
- Chris and Susan DeMuth
- Morgan and Neil Duren
- Epstein Family Foundation
- Ephraim Finklestein
- Miriam and Jon Friedman
- David and Galya Frost
- David and Beth Javdan
- Rosyln Kohanchi
- Susan and Bill Kristol
- Eliot Lauer
- Connie and Erik Lindenauer
- Shneur and Stephanie Nathan
- Alan Plumer
- Angela and Joey Sager
- Richard Sandler
- William Scharf
- Mikhael Smits
- Behrouz Soroudi
- Gabriel Stein
- Sarah Zarabi

Direct Services Program



Public Awareness Program



AWARENESS

Fundraisers

Flyers

CEU Trainings

Thank You!
 ...if not for In Shifra's Arms, I don't think I would be here with my daughter today.
 She is the biggest blessing I have ever received in my life and I can thank In Shifra's Arms for having played a huge part in that.
 -Zehava

Because of YOU, we can #DeliverMore

Postcard Campaigns

Unplanned Pregnancy?

If you know a Jewish pregnant woman in crisis because of:

- Financial Concerns
- Emotional Overwhelm
- Unstable Relationships

We're here for her journey
Call: 888-360-5872
or Text: 646-632-8547

In Shifra's Arms Offers:

- Financial Aid
- Emotional Support
- Relationship Support

journey

SHIFRA is a unique Jewish support network that empowers and nurtures women through unplanned pregnancy and after birth with financial and other resources.

IF PREGNANCY NEWS FEELS LIKE A CRISIS BECAUSE OF:

- Emotional overwhelm
- Financial concerns
- Relationship stress

Text us 646-632-8547

Our support network is empowering, nurturing, and offers extraordinary help.

Become a friend of SHIFRA

- SHARING**
Get connected & share. Sign up for emails, and connect with us on Facebook, Instagram, Twitter, and LinkedIn.
- GIVING**
At any time you can give toward helping Jewish pregnant women who are seeking counseling, financial aid, and more.
- HELPING**
We're always looking for passionate people to get involved by volunteering!

Articles and Blog Posts

Social Media Memes



SHIFRA

empowering the unexpected journey

Pregnant & Worried?

If pregnancy news is a crisis because of:

-  Emotional overwhelm
-  Financial concerns
-  Relationship stress

Let her know she can lean on SHIFRA

Text: 646-632-8547

Call: 888-360-5872

SHIFRA offers:

- ★ Free Professional Counseling
- ★ Financial Aid
- ★ Maternal and Baby Material Aid
- ★ Resource Referrals
- ★ Lifetime Parenting Support Group

SHIFRA counselors are licensed, clinical social workers who offer support during and after pregnancy. This includes sensitive follow-up after miscarriage or abortion as well as ongoing support after birth.

jewishpregnancyhelp.org

SHIFRA PO Box 7212 Silver Spring, MD 20910



SHIFRA

Saving Jewish Lives by Empowering Jewish Women

" SHIFRA provided emotional support, physical resources, a birthing coach, baby materials, grants, and so many more invaluable resources...

if not for SHIFRA, I don't think I would be here with my daughter today. She is the biggest blessing I have ever received in my life, and I can thank SHIFRA for having played a huge part in that."

-Zehava (daughter pictured here->)



BECAUSE HER LIFE & EVERY LIFE IS A WHOLE WORLD.

\$180 (\$15/Month)= One care package featuring gift cards and baby items like a baby carrier, swaddles, etc.

\$360 (\$30/Month)= One care package and one month of free one-on-one counseling for a SHIFRA mom.

\$720 (\$60/Month) = One-year supply of diapers and wipes

\$1,800 (\$150/Month) = Provide one financial aid grant for a SHIFRA mom's most urgent needs, whether it be household help, babysitting, baby equipment, diapers or more.

\$3,600 (\$300/Month)= Sponsor one SHIFRA mom with 20 hours of professional counseling, pre and postpartum care packages, and a \$1,800 financial aid grant.

\$5,000 (\$417/Month)= Sponsor 100+ hours of professional counseling, birth classes, parenting classes, and case management to SHIFRA moms before and after birth.

www.jewishpregnancyhelp.org





SHIFRA

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Members of the Board

Debbie Garfinkel, Chairman
Miriam Friedman, Secretary
Yael Ishakis, Treasurer
Diana Furchgott-Roth

Outgoing

Karen Hyman, Chairman
Joyce Stern, Secretary
Rivky Rogin, Treasurer
Dr. Elaine Jacobson
Devora Goldman

<https://jewishpregnancyhelp.org>

220+

**MOMS AND BABIES
HELPED SINCE 2019**

20%

**INCREASE IN MOMS AND BABIES
HELPED SINCE 2021**

