

# SHIFRA 2023 ANNUAL REPORT



*Empowering Jewish Women  
Through Crisis To Blessing*



**SHIFRA**  
empowering the unexpected journey

# ABOUT SHIFRA

SHIFRA (In Shifra's Arms) saves Jewish lives by nurturing Jewish women through unexpected pregnancy crises.

No other American-Jewish agency provides our target audience the same layers of emotional, social, and financial resources as SHIFRA does.

Over the last 15 years, we have developed a unique support network that can serve Jewish women anywhere in the U.S.

In 2023, we provided support to 95 pregnant and postpartum women in 11 different states and outside the US.

## MISSION STATEMENT



ELIZA, SHIFRA MOM

Our mission is to nurture women through unplanned pregnancy crises and empower them as individuals and mothers.

# MEET THE STAFF



**BROOKE GOLD**  
**DIRECTOR OF COMMUNICATIONS**



**FRAN GUTSTEIN**  
**LCSW, COUNSELOR**



**CAROL GORDON**  
**LCSW, COUNSELOR**



**MENUCHA ROBESON**  
**CARE TEAM MANAGER**

The outpouring of loving kindness since October 7 has bonded Jews to one another both inside and outside of Israel. Wherever we come from, Jews are one family, and that principle drives our daily work at SHIFRA.

Our team works to treat every woman who calls us like our daughter or our sister. First and foremost, we love her and care for her. We know she can only embrace her pregnancy and baby when her needs are met.

### **We will do whatever it takes to help her through the crisis.**

2023 was a breakthrough year for SHIFRA. We helped twice as many new SHIFRA moms than in 2022. Twice as many SHIFRA babies were born than in 2022. We also increased our average assistance per client and expanded our team.

It's thrilling to demonstrate that our SHIFRA model can succeed on a larger scale. In 2023, we provided long-term support to 95 pregnant and postpartum moms.

This year, we will do whatever it takes to build our capacity and reach more women in crisis. By 2027, we aim to serve at least 300 SHIFRA moms annually.

One mom at a time- we're helping Jewish families grow. We all know the world needs more Jewish families. Thank you for being part of ours.



*Erica Pelman*

**ERICA PELMAN**  
**FOUNDER & CHIEF EXECUTIVE OFFICER**



# MIRACLES HAPPEN WITH “NES”: SHIFRA’S PROVEN PROCESS

SHIFRA’s proven **NES** process meets the needs of women with diverse situations and challenges- single, separated, or married.

**Between 2022 and 2023, 74% of SHIFRA callers who considered termination chose to have their babies, including more than 90% of married callers.**

**SHIFRA makes an impact on our clients whether or not they are considering termination because we effectively meet the underlying needs that are driving her crisis.**

Our NES process provides clients with substantial, meaningful, long-term support that gives them the security and support they need to flourish as mothers and individuals. **In Hebrew, NES means MIRACLE.**



Nurture

**NURTURE (N):** After verifying her situation, SHIFRA generously pays for items/ services that our client needs the most for herself and her baby. We also provide case management referrals to meet needs beyond our grants.



Empower

**EMPOWER (E):** The same SHIFRA professional counselor who takes her first crisis call will directly support the client throughout her entire pregnancy and the baby’s first year. This communicates clearly: we are here for your journey.




Support

**SUPPORT (S):** SHIFRA’s offers lifetime Nurtured Heart parenting support group- starting immediately for pregnant women who already have older children.

# DOUBLING UP: WE DID IT!

In 2023, our goal was to double our impact ... we did!

- We helped 2X as many new SHIFRA moms, and
- 2X as many SHIFRA babies who were born
- We doubled the average number of new long-term clients per month
- To top it all off... two SHIFRA moms in 2023 gave birth to twins!

Esther's  
Twins! 



*"I called SHIFRA because I was really overwhelmed. I didn't plan to become pregnant- then I found out I was expecting twins!*

*If it wasn't for SHIFRA's endless loving kindness, I wouldn't have been able to provide my kids with what they needed.*

*You were always there to help me and provide me with support in any way, shape or form needed. Thank you, thank you, thank you- for everything. Our family will always be grateful."*

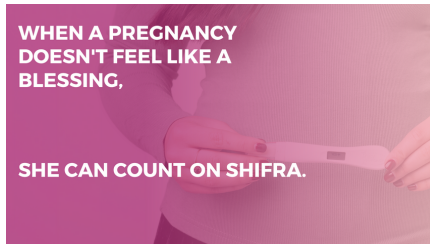
# 2023 RESULTS

## SERVICES RESULTS

- 60 New Clients in 2023
- 49 Babies Born
- 35 Continuing Clients from 2022
- 21 Short-Term Counseling Clients (Including 5 miscarriages, 5 abortions)
- 116 Women served
- 168 Total Moms and Born Babies Helped



## COMMUNITY ENGAGEMENT RESULTS



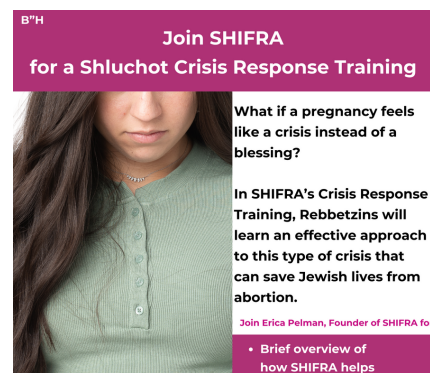
### FACEBOOK/INSTAGRAM

Impressions: 1,754,798  
 Clicks: 8,385  
 CTR: 1.03%



### YOUTUBE/GOOGLE VIDEOS

Impressions: 854,110  
 Unique Video views: 452,378



### INFLUENCERS & REBBETZINS

- Instagram Influencers shared SHIFRA with 130K followers
- SHIFRA Information was shared with 1000+ Rebbetzins through advertising two different training

# MEET THE BOARD

## 2023 Board of Directors

Debbie Garfinkel, President  
Sarah Wapner, Secretary\*  
Yael Ishakis, Treasurer  
Diana Furchtgott-Roth\*\*  
Miriam Friedman\*  
Mikhael Smits  
Blimi Miesels  
Dr. Leah Traube

To learn about or apply  
for Board, email:  
[debbie@shaparakmarketing.com](mailto:debbie@shaparakmarketing.com)

\*Outgoing

\*\*Special thanks to  
Diana Furchtgott-Roth for her  
work as founding Board member  
and 10 years of leadership.

## Message from Our Board President:

“SHIFRA is unlike any other organization. The love and support we offer Jewish pregnant mothers in crisis is unparalleled.

I want to thank every single donor over the last year and since 2009. You make everything we do possible.”



# MEET YAEL ISHAKIS



SHIFRA BOARD MEMBER

MORTGAGE LENDER  
FM HOME LOANS  
MONSEY, NEW YORK

"I love helping people. I help people get financing for their homes for a living. When Debbie called me to join, I realized I can help make it easier for a mom to bring a beautiful child into this world. Who wouldn't I want that?"

**Let's get it done.**

What I learned since joining SHIFRA is that there is a bigger need than we know out there!

Many of us are privileged to have big support networks, family, community and friends.

Unfortunately, many people don't have that. It is really meaningful to be able to help fill that void.

Every life has infinite potential. Who knows? Maybe someday a SHIFRA baby will find the cure for cancer."



# FOUNDATION AND SPONSORS

## ≥ \$50,000

Anonymous  
Catholic Association Foundation  
Roger and Susan Hertog

## ≥ \$25,000+

Mona Charen and Robert Parker  
Walder Foundation

## ≥ \$10,000+

Anonymous (X3)  
Miriam and Jon Friedman  
Grovesman Family Charitable Fund  
Yael and Chaim Ishakis

## ≥ \$5,000+

Alteas Health  
Michael and Felicia Baskin  
Senator Norm Coleman  
Daniel and Eugenie Kohanchi  
Susan and Bill Kristol  
Yosef and Penina Meystel  
Raina and Max Raskin  
Alan and Susan Sager  
Joyce Stern  
Leah Traube

## ≥ \$2,500+

Susan and Michael Diamond  
Karen and Cary Presser  
Jacob and Arielle Roth  
William Scharf

## ≥ \$1,000

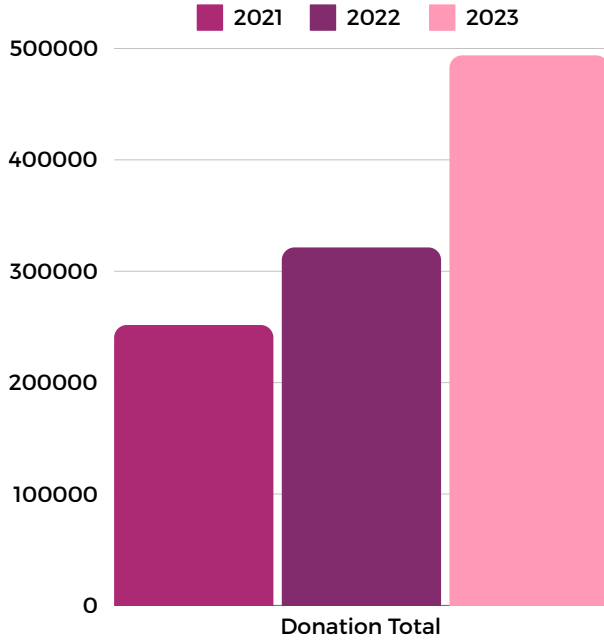
Katherine and Adam Allgood  
David and Naomi Balto  
Esther Berger  
Bresler Tzedakah Fund  
Shoshana and Steven Bryen  
Mary D. Dvorak  
Sydney and Layee Friedman  
Daniella & Adam Glickman  
Marc and Ruki Halpert  
Karen and David Hyman  
Caitrin and Adam Keiper  
Charles Lehman  
Aveeshi & Tami Lev  
Connie and Erik Lindenauer  
Meir and Eli Meystel  
Yechiel and Malkie Mashiach  
Ellen and Micah Nathan  
Erica and Ken Pelman  
Goldie and Igor Rebel  
Kenneth Ripstein  
Joey and Angela Sager  
Dr. David and Karen Sager  
Dr. Richard Sandler  
Michael and Fiona Scharf  
David and Keryn Schreiber  
Howie Slugh  
Uri Strauss  
Efriam Weinfeld

# 2023 #DELIVERMORE AMBASSADORS

Julia Bonnheim	Claine Jacobson	Klara Sussman
Aryeh Elisheva	Aveeshi Lev	Shifra Teichman
Miriam Friedman	Melinda Menucha Robeson	Sarah Wapner
Debbie Garfinkel	Rivky Rogin	Julie Yusupov
Gelman Family	Hadassa Spector	
Daniella Glickman		

# FUNDRAISING SUMMARY

## TOTAL DONATIONS



## TWO GIVING CAMPAIGNS

### #DELIVERMORE IN MAY



### #SHOP4SHIFRA IN DECEMBER

#### Shop For Shifra Moms

We're so excited to have you directly shop for our moms in need.

Showing 1-9 of 33 results

Sort by latest



Prenatal Care Package for Moms  
\$180.00

Add to cart



IT'S A BOY! Deluxe Postpartum Care Package for  
Moms and their Babies  
\$250.00

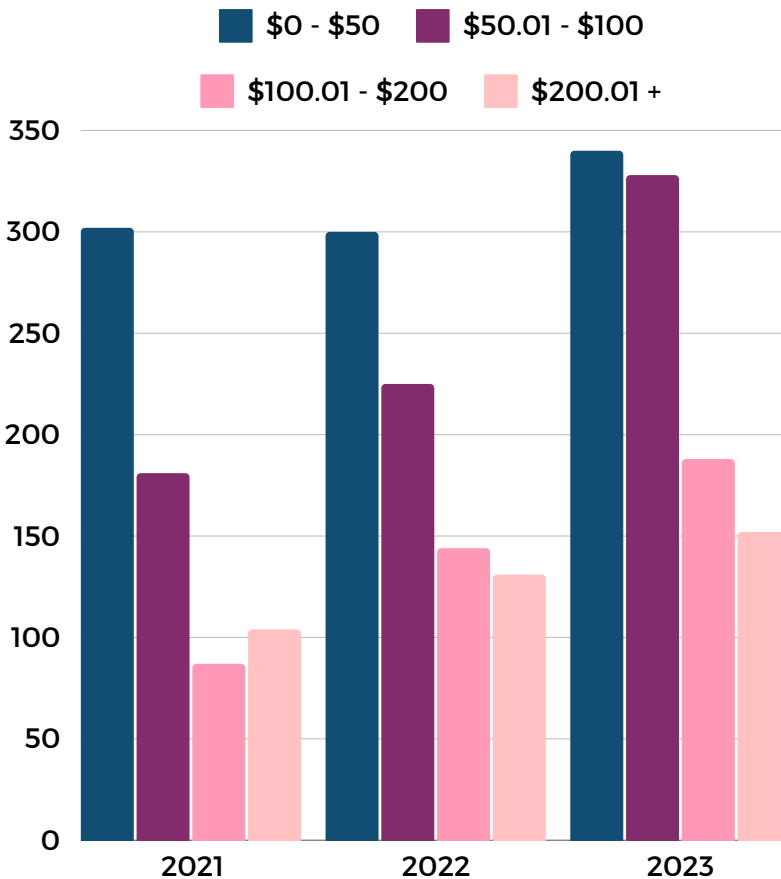
Add to cart



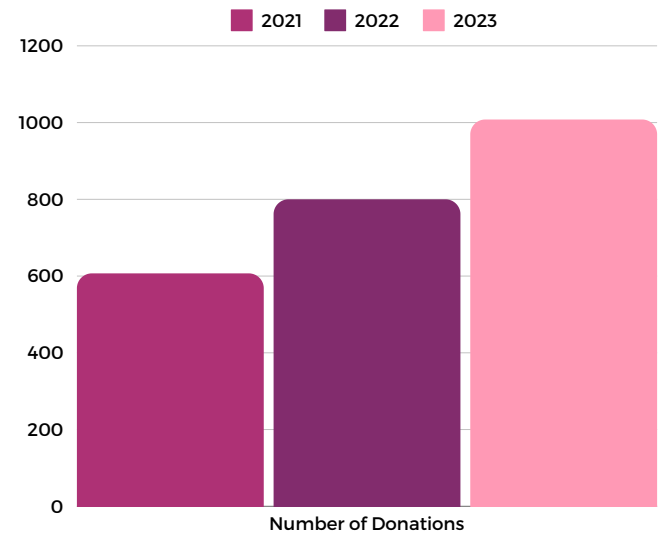
IT'S A GIRL! Deluxe Postpartum Care Package for  
Moms and their Babies  
\$250.00

Add to cart

## NUMBER OF DONATIONS BY AMOUNT

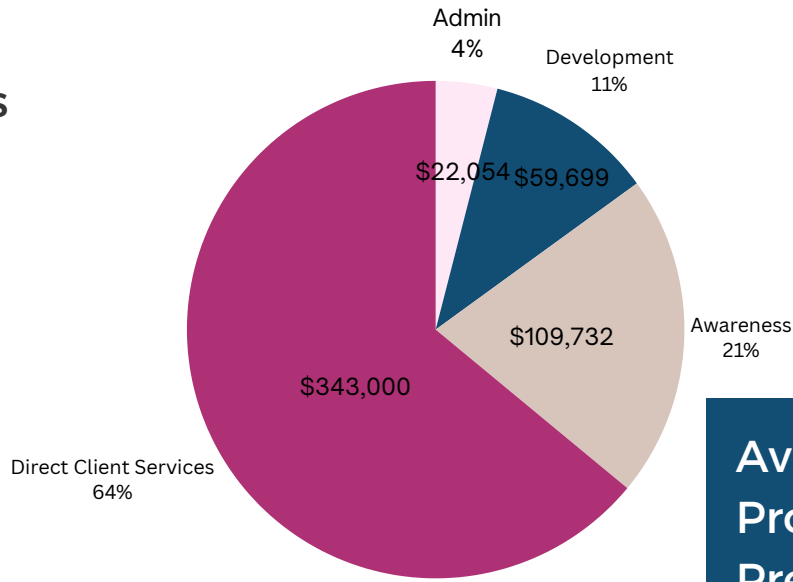


## NUMBER OF DONATIONS



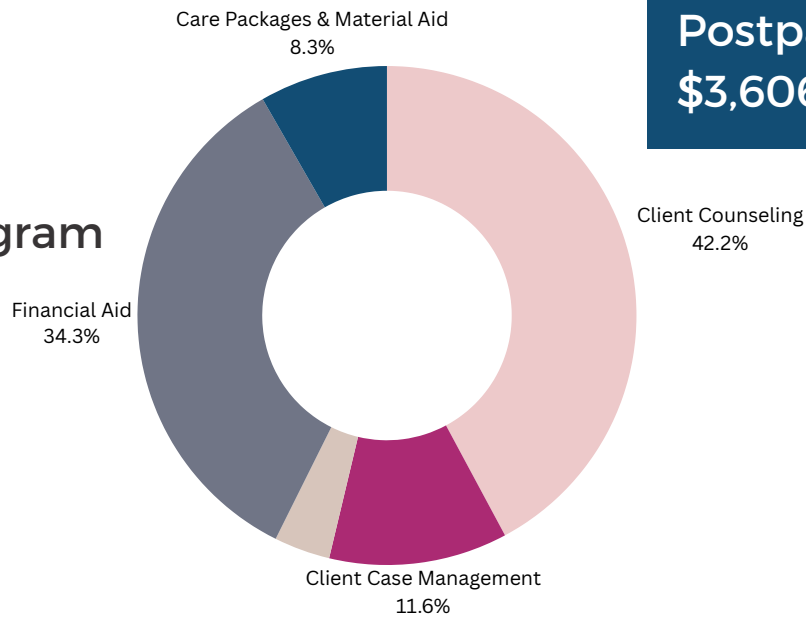
# FINANCIAL EXPENDITURES 2023

**Expenditures**  
**\$526,362**

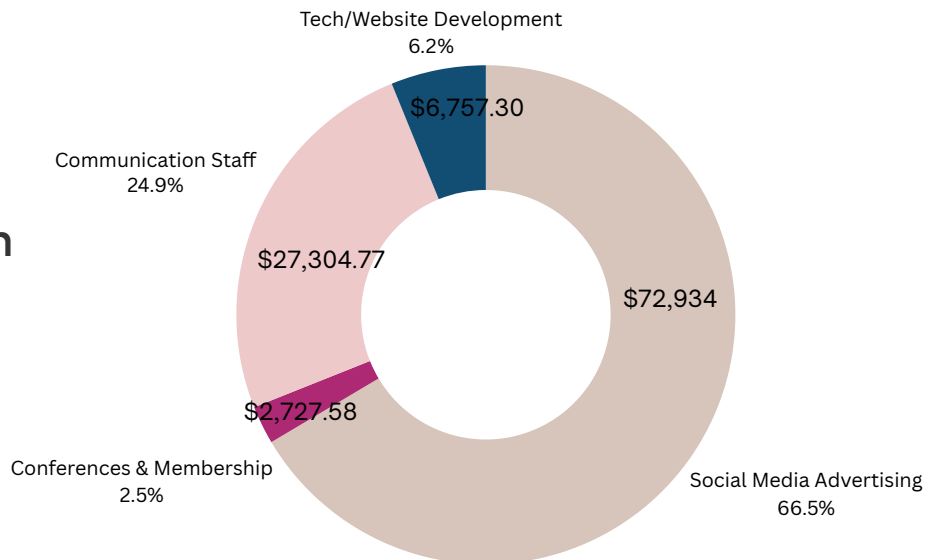


**Average Annual Program Cost for Pregnant and Postpartum Clients: \$3,606**

**Direct Services Program Breakdown**  
**\$334,647**

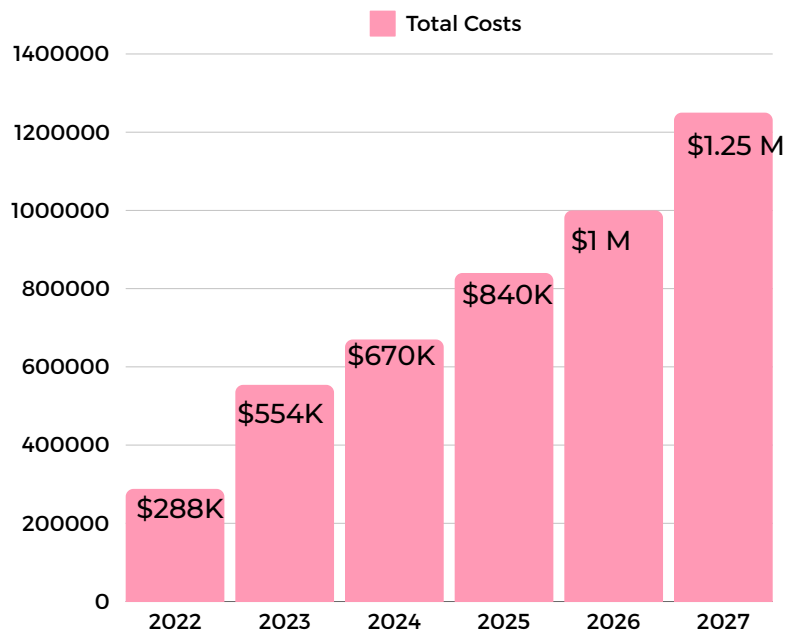
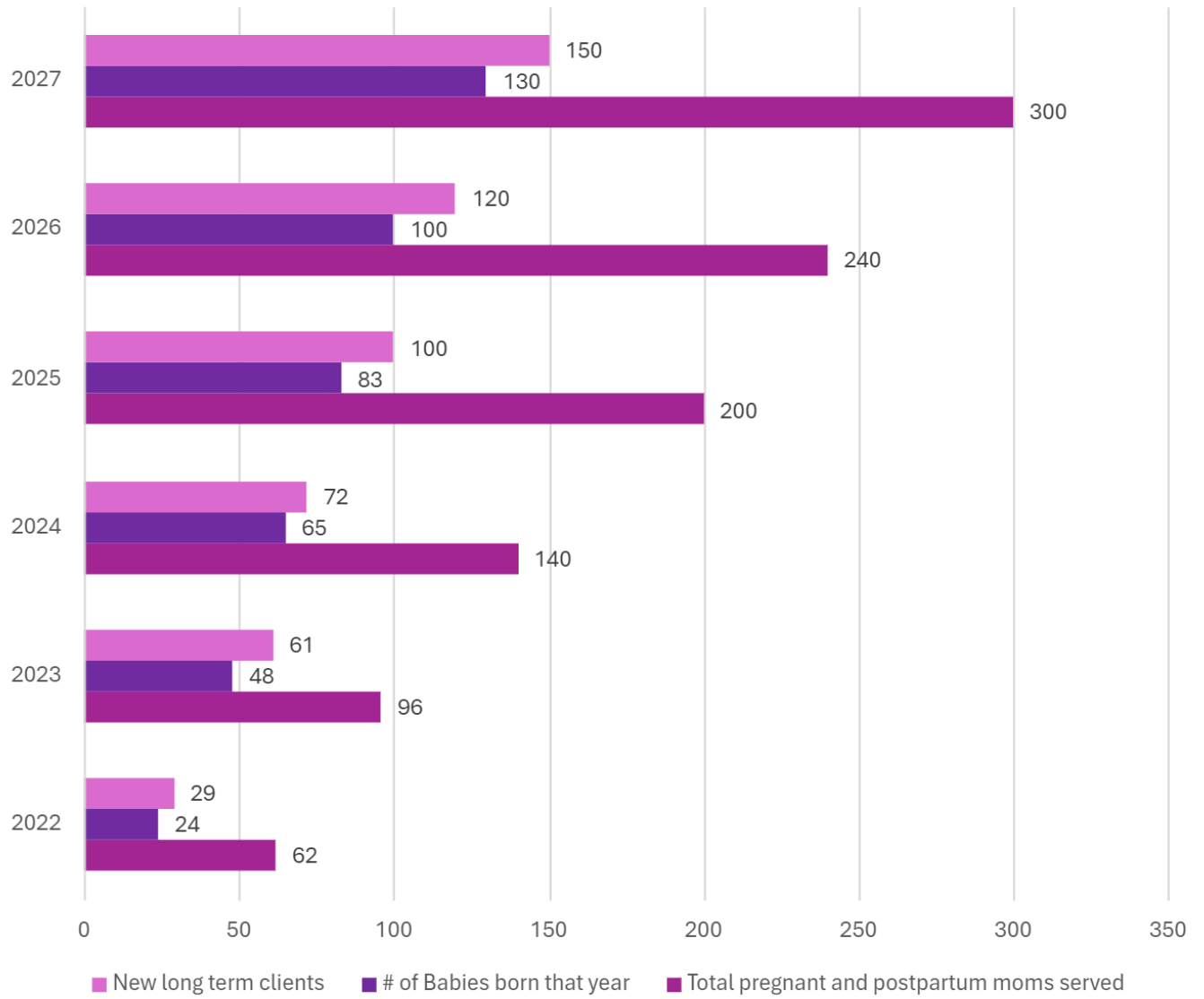


**Communication and Awareness Breakdown**  
**\$109,724**



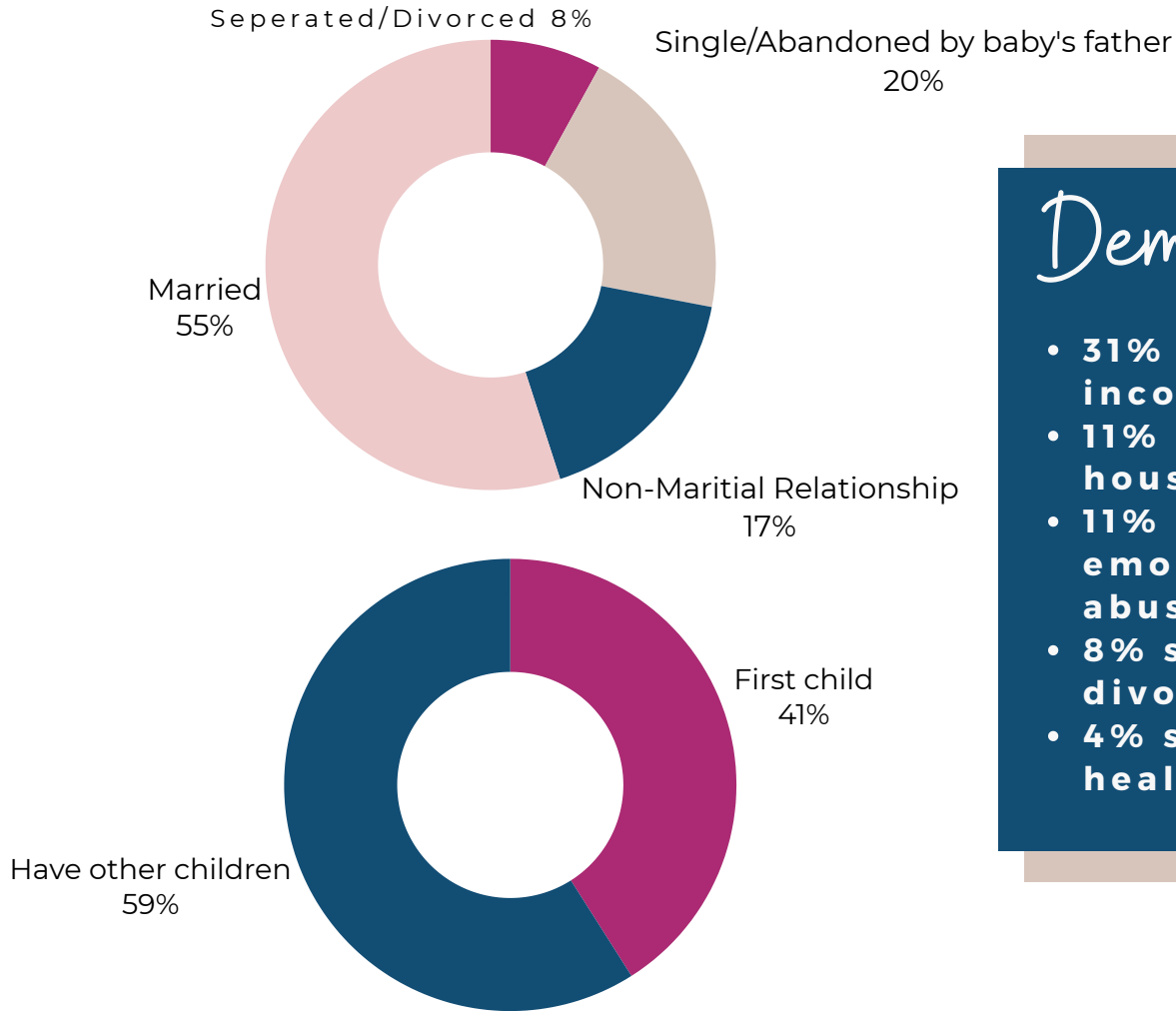
# GROWTH GOALS

## Projected Growth



# WHO CALLS SHIFRA

## 95 PREGNANT AND POSTPARTUM MOMS SERVED IN 2023



### Demographics

- 31% lack stable income
- 11% lack stable housing
- 11% dealing with emotional/physical abuse
- 8% separated/divorced
- 4% struggling with health-related issues

## WHY DOES SHE CALL SHIFRA?

### FINANCIAL CONCERNS

How can I afford a baby now?

### EMOTIONAL OVERWHELM

How could I handle having a(nother) baby given...[my stresses with other children, my tiny living space, etc.]?

### UNSTABLE RELATIONSHIP

How can I have a baby when our relationship is unhealthy, unstable or abusive?

### COERCION OR ABANDONMENT

How can I have a baby when people close to me won't support me?

# WHO CALLS SHIFRA

**45% of SHIFRA Moms are single, unmarried relationship, or in the process of divorce.**

## Family & Housing

- About 1/3 have some healthy family support, while 2/3 do not.
- One quarter lack stable housing.

## Relationships & Marriage

- At times, clients do marry their baby's father. If needed, SHIFRA offers grants to the MarriageMax program to strengthen their relationship.

## Work

- A vast majority of all of our single clients are working. However, many times, their jobs are not sufficient to make ends meet with a child.
- In addition to baby items, SHIFRA funds are often used towards childcare and career-related expenses to help these moms move towards financial sustainability.



# WHO CALLS SHIFRA

## Tova's Story



**“Here’s my baby. It’s a privilege to nourish him and be his mommy.”**

“I discovered I was pregnant two weeks after my husband left our marriage. While I didn’t want an abortion, I was overwhelmed.

I had been a stay-at-home mom of three other children. I didn’t have a way to support myself. My family was already stretched helping me deal with the separation, moving, etc.

**SHIFRA made me feel taken care of and supported.**

SHIFRA sponsored full-time kipitorin postpartum help for me for one week, so I could recover after birth and prepare for life with three kids and a baby as a single mother. SHIFRA also got me a Cradlewise, a laptop to help with employment, and household help to keep my home afloat.

SHIFRA had my back and enabled me to keep going and discover I could do more than I thought.”



# WHO CALLS SHIFRA

**55% of SHIFRA Moms are married, and most of them have children.**

## **Economic Pressure**

- 30% of these families were struggling with basic needs before becoming pregnant because the primary breadwinner is unemployed or underemployed;
- More than 75% utilize government assistance (WIC, etc) of some sort.

## **Reducing Stress**

- SHIFRA reduces the stress of overwhelmed moms with grants for cleaning help or professional organizers.

## **Complex Issues**

- Many feel overwhelmed with the children they have.
- Some are under pressure to abort from their husbands or have rocky marital relationships.
- **Our professional counselors, MarriageMax Grants, and Nurtured Heart support group help address each issue, one step at a time.**



# WHO CALLS SHIFRA

**“Honestly, I could not have made it this far with out all the support from SHIFRA. Believe it or not, it's still sinking in. At least I'm not sinking- thank you for that!”**



**T, SHIFRA MOM,  
New York City**

# HOW SHIFRA HELPS



Mussi Diskin, Trainer, **NH**  
The Nurtured Heart Approach®  
Parenting Support Group



Chava Allgood  
Birth Made Clear  
Prenatal Classes



Professional  
Counseling  
Services



Babysitting



Baby Necessities



Care  
Packages



Baby Equipment



Diapers



Maternity Clothes

# GET INVOLVED

- **Become a #DELIVERMORE Ambassador**
- **Host a #SHOP4SHIFRA Event anytime**
- **Download our flyer to share online or in person:**  
[callshifra.org/download](http://callshifra.org/download)
- **Share our Posts on Social Media**



SHIFRA Helpline: 888.360.5872

SHIFRA Textline: 646.632.8547

Office: 202.573.7611

[callshifra.org](http://callshifra.org)

PO Box 7212 Silver Spring, MD. 20910

EIN# 27-0746302



**ZEHAVA AND HER BABY**

**165+**

**MOMS AND BORN BABIES  
HELPED IN 2023**

**2X**

**WE DOUBLED # OF NEW MOMS SERVED**



**SHIFRA**  
**CALLSHIFRA.ORG**