

SHIFRA ANNUAL REPORT

2025



"Without SHIFRA, he would've never been born.
He brings so much happiness, our family
really feels complete."



SHIFRA

WHO WE ARE

SHIFRA (In Shifra's Arms) nurtures Jewish women through unexpected pregnancy crises and into motherhood.

Since our founding, we've supported over 350 women through crisis pregnancies, with many more due in the coming months. Remarkably, 55% of the moms we've served received help within the last 3 years.

No other American-Jewish organization offers the same depth and breadth of emotional, social, and financial support to this community. SHIFRA's unique, holistic model allows us to serve Jewish women across the United States — wherever they are.

In 2025, we provided services to 158 pregnant and postpartum Moms in 13 different states and two in England.



MISSION STATEMENT



We save Jewish lives and
build strong Jewish families
by nurturing women
through unplanned pregnancy
crises and equipping them for
motherhood.

MEET THE BOARD

2025 Board of Directors

Debbie Garfinkel, Outgoing President
Dr. Leah Traube, Vice President
Yael Ishakis, Treasurer
Adele Raquel Fuchsberg, At Large
Joy Lavin, At Large
Blimi Miesels, At Large
Allison Levine, Incoming

To learn about or apply
 for the Board, email:
erica@jewishpregnancyhelp.org

What Gift Keeps Giving?

Eliana, a SHIFRA Mom, recently wrote me and thanked SHIFRA, sharing she wished she wasn't on the "taking end" right now.

But no mother is truly a "taker". Eliana spends endless hours giving and caring for her kids (and husband)- especially her SHIFRA baby, Gitty, who was born this past September.

Our grant directly gave Eliana the support necessary to save her baby from abortion. Unbeknownst to her, it was the largest grant we've ever given due to her complex situation, totaling more than \$10,000.

However, no amount of money we give to Eliana or any SHIFRA Mom will ever match a fraction of what she invests in her child.

We're grateful that you are part of the SHIFRA Family- knowing that every dollar and hour you invest will keep on giving.

OUR STAFF



BROOKE GOLD
 DIRECTOR OF
 COMMUNICATIONS



CAROL GORDON, LCSW
 HEAD SOCIAL WORKER



FRAN GUTSTEIN, LCSW
 HEAD COUNSELOR



MENUCHA ROBESON
 CLIENT SERVICES
 COORDINATOR



DR. PINCHAS KLEIN
 COUPLES COUNSELOR
 & DAD COACH



ANGIE ABUCAY
 EXECUTIVE ASSISTANT &
 PROGRAM ADMINISTRATOR

MEET OUR MOMS AND BABIES



"I could not have gotten through this pregnancy without SHIFRA's help and encouragement. You are making a difference that is larger than you, but one that is healing generations" - Ariella

"My baby is the happiest, sweetest girl I've ever met. What SHIFRA does is incredible. G-d knows how incredible you are for helping so many women, and will reward you!!" - Elana



"I got a care package and a maternity clothes grant. Both of which were lights in the darkness of the hardest stretch of my pregnancy." - Ella



"SHIFRA was so loving and supportive, they made me happy to continue my pregnancy and made me feel like I wasn't alone." -Devorah



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

SHIFRA’s proven **NES** process meets the underlying needs of women with diverse situations and challenges– single, separated, or married. In Hebrew, **NES** means MIRACLE. For us, every opportunity to help a mother is a miracle for us.

Because we meet needs, 75% of SHIFRA clients who initially considered termination ultimately choose to continue their pregnancies after receiving our support.

Our NES model provides the stability, encouragement, and practical support women need to grow — both as mothers and as individuals.



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.



Equip

EQUIP(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.

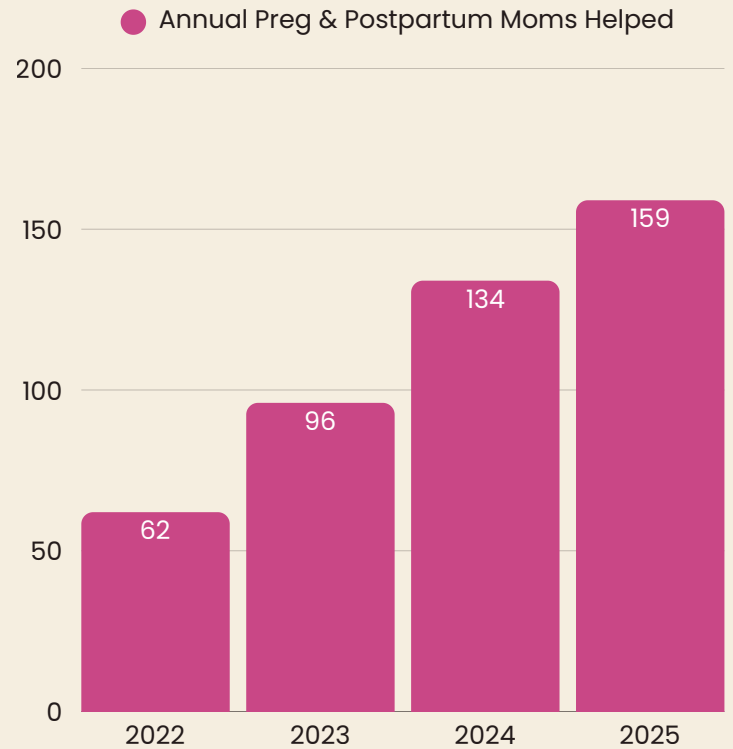


Strengthen

STRENGTHEN (S): SHIFRA offers lifetime Nurtured Heart parenting support group– starting immediately for pregnant women who already have older children.

2025 Quick Stats

- 68 New SHIFRA Moms onboarded
- 300th and 350th SHIFRA babies were born in 2025
- \$205K+ in material and financial aid distributed to SHIFRA Moms
- SHIFRA Moms called from 13 States -Top 3 were New York, New Jersey and Florida



“You have saved homes, not just babies’ lives, but moms, marriages, and worlds. I am so ever grateful.” –Miriam, SHIFRA mom

Spreading the word

- There are approximately 900,000–1,000,000 Jewish women of childbearing age in the United States. About 10,000–15,000 experience unplanned pregnancies each year.
- 5,000–10,000 choose to terminate for social or emotional reasons (rather than physical health, rape, or incest).

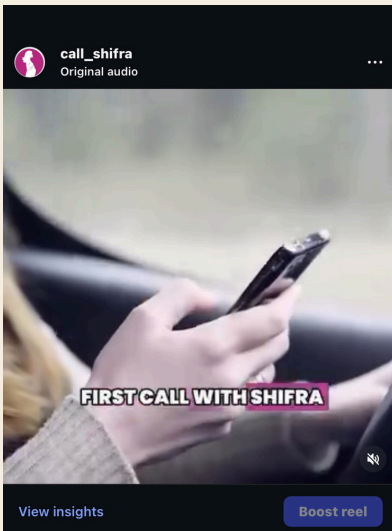
Our primary strategies are:

- Promoting client testimonials on Instagram and WhatsApp (see below).
- Networking with other non-profits and community leaders.
- Direct Google Ads targeting women searching for “Jewish abortion.”



We always welcome help spreading the word. To share our materials, please email brooke@jewishpregnancyhelp.org.

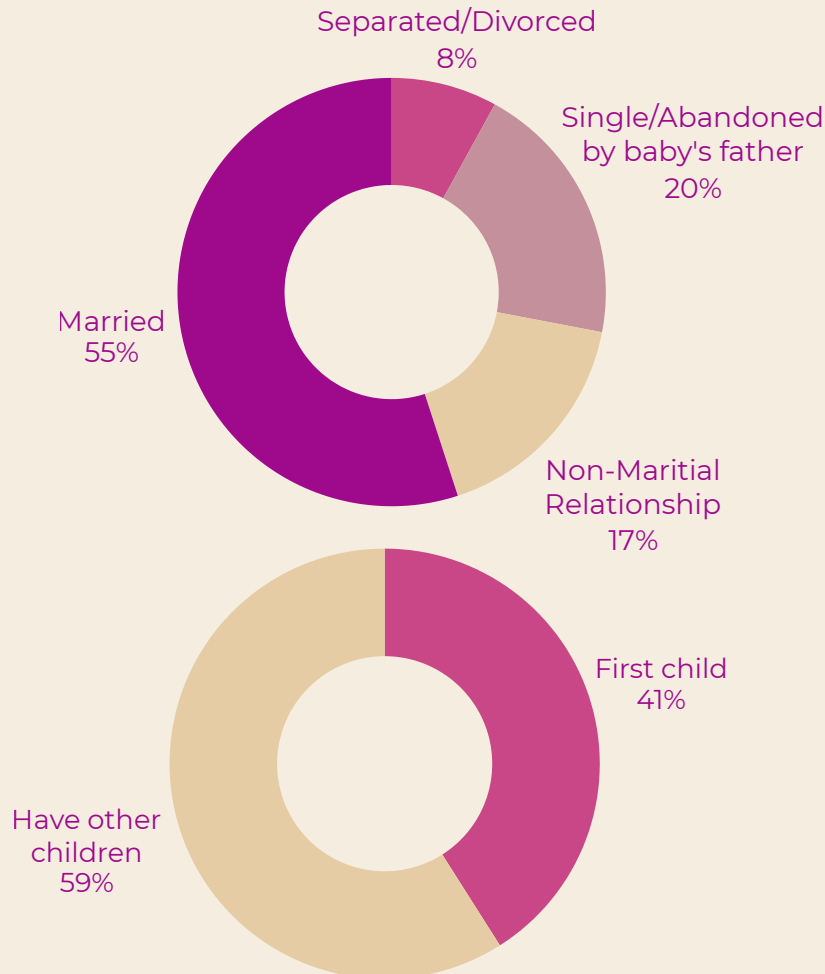
COMMUNITY ENGAGEMENT RESULTS



FACEBOOK/INSTAGRAM
Impressions: 6,343,648
Clicks: 95,018
CTR: 1.5%

WHO CALLS SHIFRA

159 PREGNANT AND POSTPARTUM MOMS
SERVED IN 2025



Demographics

- 42% Use government subsidies
- 25% Struggle to pay basics/not using government aid
- 23% Can pay basics but unsure about affording child
- 11% lack stable housing
- 11% dealing with leaving emotional/physical abuse

WHY DOES SHE CALL SHIFRA?

FINANCIAL CONCERNS

How can I afford a baby now?

UNSTABLE RELATIONSHIP

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

EMOTIONAL OVERWHELM

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

COERCION OR ABANDONMENT

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

WHO CALLS SHIFRA?



" The diapers and grants have literally saved us from financial ruin. This first year with the twins has been rough, but this made all the difference."

- Dana, SHIFRA Mom

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

Economic Pressure

- Many families were struggling with basic needs, even if they were not on government assistance.

Reducing Stress

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

Complex Issues

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

WHO CALLS SHIFRA?

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

Family & Housing

- About 1/3 have some healthy family support, while 2/3 do not.
- One quarter needs new housing because of the baby or a breakup.

Relationships & Marriage

- Many clients are single because they were abandoned after pregnancy or need to leave an abusive relationship.
- Other clients have healthy relationships and are able to marry before the baby is born.

Work

- Majority 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.**



“ —

You’ve been such a blessing in my life. You all guided me through some of my hardest days and celebrated with me in my happiest ones.

You made the last few months of my pregnancy the best months I’ve ever had and helped me to feel excited to be a mom. The counseling healed my soul, and the birthing classes took away my fear and helped me for when the day came to meet my little baby. The mom classes helped me connect with people in the same situation as me. I wouldn’t have the confidence I have today without your guidance in helping to raise my baby. You all gave me hope when I didn’t have any left, and you never stopped believing in me and made me the mom I am today. My baby and I are forever grateful for your kindness, love, and support.

~ Hadassah, SHIFRA mom

HOW SHIFRA HELPS



Professional Counseling
Services



Customized Financial Aid



Prenatal Birth Classes



Baby Necessities



Couples
Counseling



Baby Equipment



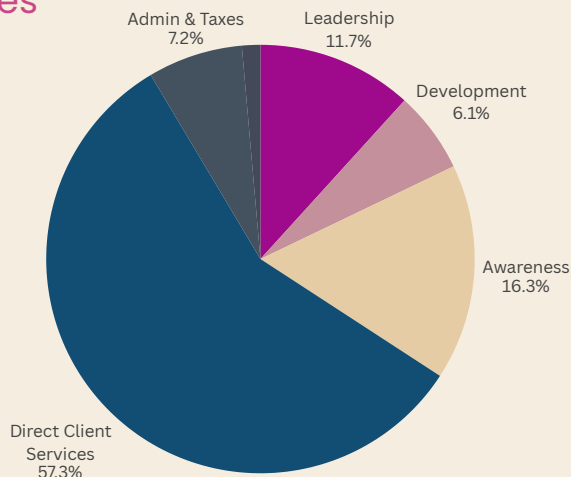
Lifetime Parenting
Classes/Coaching



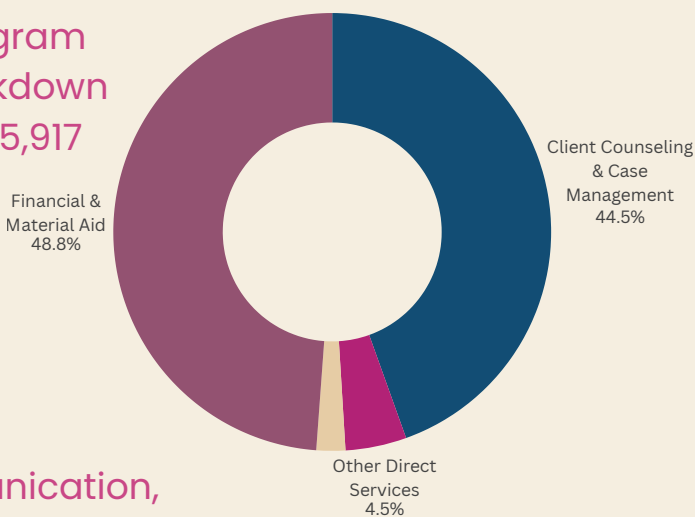
Care Packages

FINANCIAL CASH EXPENDITURES 2025

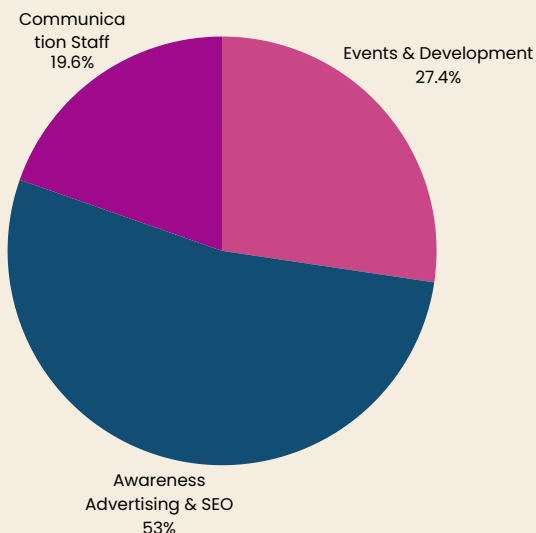
Cash Expenditures \$742,876



Direct Services Program Breakdown \$425,917

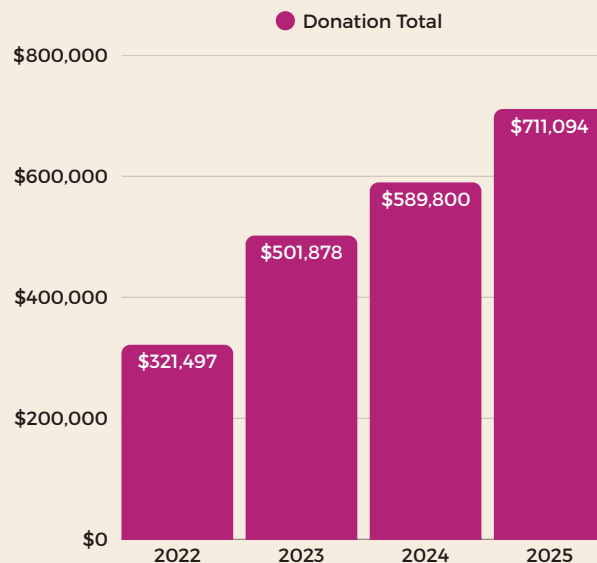


Communication, Awareness, and Development \$166,971.01



IN 2025, A TYPICAL MOM WAS AWARDED A GRANT OF \$1800-\$5400, WHICH SHE CAN USE UNTIL HER BABY TURNS ONE.

TOTAL DONATIONS (CASH)



2025 DONORS

≥ \$50,000

Anonymous
Catholic American Foundation
Edelman Family Foundation
Roger & Susan Hertog
Mike & Andrea Leven

≥ \$25,000+

Walder Foundation
Anonymous

≥ \$10,000+

Debra & Dennis Berman
Linda Ende & Michael Friedenberg
Miriam & Jon Friedman
Barbara & Bernie Groveman
Yael Ishakis
Anonymous
Michael & Fiona Scharf
Joyce Stern

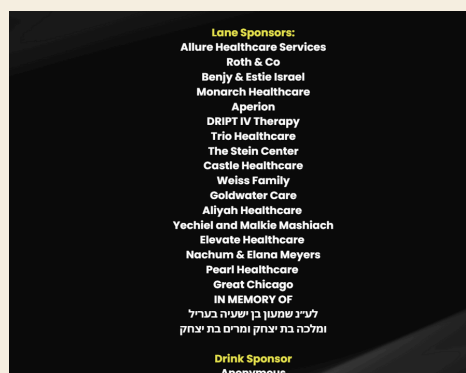
≥ \$5,000+

Allure Healthcare Services
Alteas Health
Anonymous
Michael & Felicia Baskin
Senator Norm Coleman
Ephraim Finkelstein
Adele Racquel Fuchsberg
Rona & Rob Kelner
Susan & Bill Kristol
Daniel & Eugenie Kohanchi
Imperial Real Estate
Shneur & Stephanie Nathan
Karen & Cary Presser
Leah Traube

≥ \$2,500+

Chava & Adam Allgood
Karen Berger
Shai Berdugo
Benjamin Zalta
Barry Brahver
Aaron & Meryl Chaitovsky
Merle & Larry Cohen
Susan Diamond
Chris & Susan DeMuth
Matthew Feinsod
Yeruchum Goldfeder
Ruki Halpert
Benjamin Israel
Eytan Israel
Roslyn Kohanchi
Aveeshi Lev
Connie & Erik Lindenauer
Yechiel Mashiach
Yossi Meystel
Nachum Meyers
Michael Nudell
Ellen & Michael Nathan
Yosef & Tova Nathan
Michael Waldner
Daniel & Barbara Pacheco
Ilana Perl
Eliezer Rietti
Jacob & Arielle Roth
Angela & Joey Sager
Marlene Sandler
William Scharf
Noah Silverman
Hadassa Spector
Raphaella Stern
Deena Stein
Ari Tversky
Eitan Zeffren

2025 MOTHERBOWL SPONSORS



2025 CHICAGO MOTHERBOWL AMBASSADORS

Mazel Levin	Molly Rissien
Goldie Rebel	Rena Raccach
Miriam Friedman	Mari Gorenstein
Elana Meyers	Malkie Kohn
Hadassa Spector	Dinah Shiner
Ruki Halpert	Challi Glickman
Rutie Zuckerman	Debbie Garfinkel
Moriel Hamui	Shoshana & Ilana Kroll
Eliana & Gabi Birn/Tovy	
Moria Kohanchi	



COOKING DEMONSTRATION FUNDRAISER

September 16 and 17, 2025
Woodmere & Manhattan



INVEST IN SHIFRA

\$50,000 #DeliverMore Lives

Sponsor one month of services to all SHIFRA pregnant and post-partum moms.

\$10,000 #DeliverMore Hope

Tell SHIFRA Moms' stories of hope to 10,000 Jewish women and educate about SHIFRA services.

\$5,400 #DeliverMore Resources

Sponsor individualized financial aid grants for three moms' most urgent needs.

\$3,600 #DeliverMore Caring

Sponsor ongoing counseling to nurture Jewish women through crisis and equip them for motherhood.

\$1,800 #DeliverMore Birthdays

Sponsor one grant to help a SHIFRA mom from birth through the baby's first birthday.

\$720 #DeliverMore Necessities

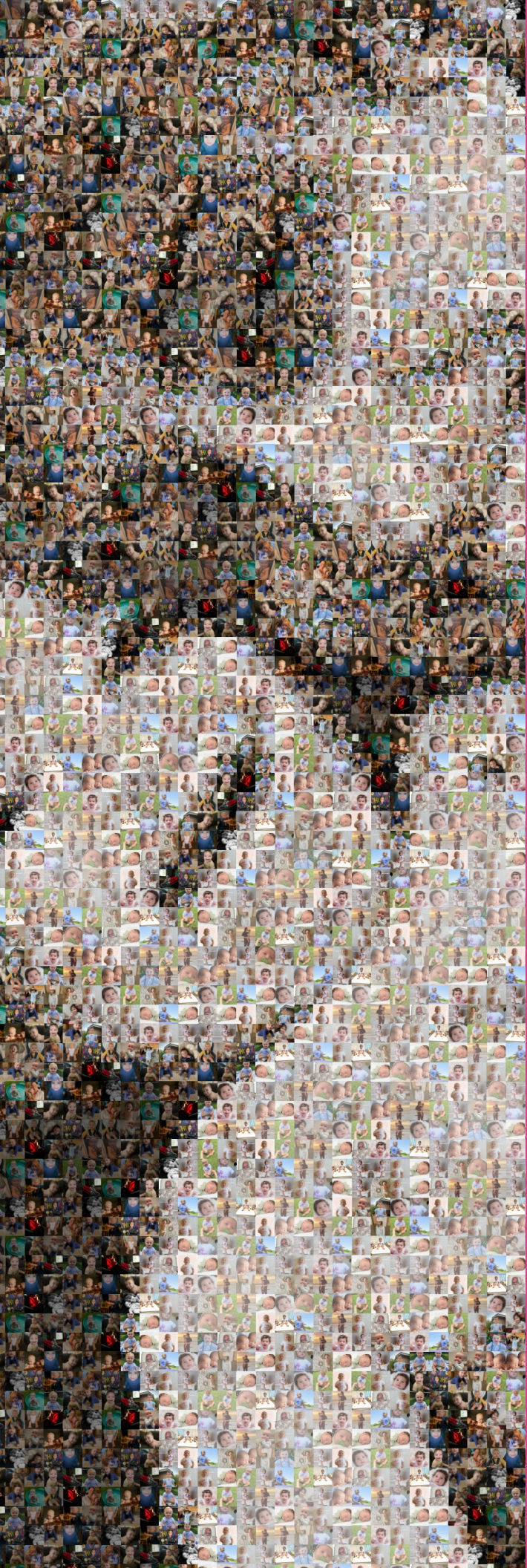
Sponsor one-year supply of diapers and wipes.

\$360 #DeliverMore Love

Sponsor professional crisis counseling for one mother.

CALLSHIFRA.ORG/DONATE
EIN# 27-0746302





350+

**350+ MOMS SERVED AND BABIES BORN
SINCE SHIFRA'S FOUNDING**

SHIFRA Helpline: 888.360.5872
SHIFRA Textline: 646.632.8547
Office: 202.573.7611

callshifra.org

PO Box 7212
Silver Spring, MD. 20910
EIN# 27-0746302



SHIFRA