

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.***



Erica Pelman

ERICA PELMAN

FOUNDER & CHIEF EXECUTIVE OFFICER



CAROL GORDON, LCSW
HEAD SOCIAL WORKER



MENUCHA ROBESON
CLIENT SERVICES
COORDINATOR



ANGIE ABUCAY
EXECUTIVE ASSISTANT &
PROGRAM ADMINISTRATOR

OUR STAFF



BROOKE GOLD
DIRECTOR OF
COMMUNICATIONS



FRAN GUTSTEIN, LCSW
HEAD COUNSELOR



DR. PINCHAS KLEIN
COUPLES COUNSELOR
& DAD COACH

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



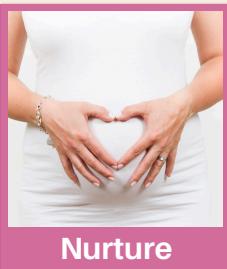
"SHIFRA was so loving and supportive, they made me happy to continue my pregnancy and made me feel like I wasn't alone." - Devorah

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 (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.



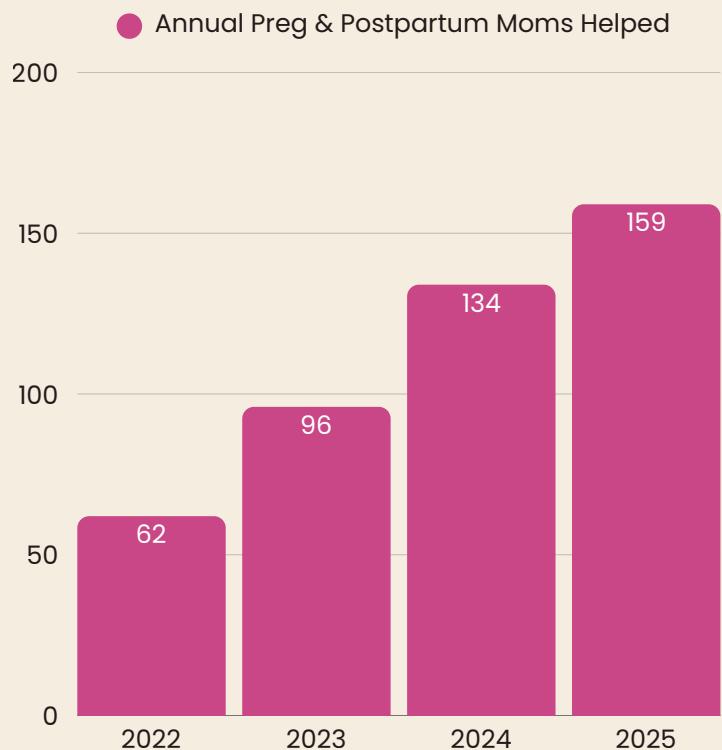
EQUIP(E): The same SHIFRA professional counselor who takes her first crisis call will directly support the client throughout her entire pregnancy and the baby’s first year.



STRENGTHEN (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.

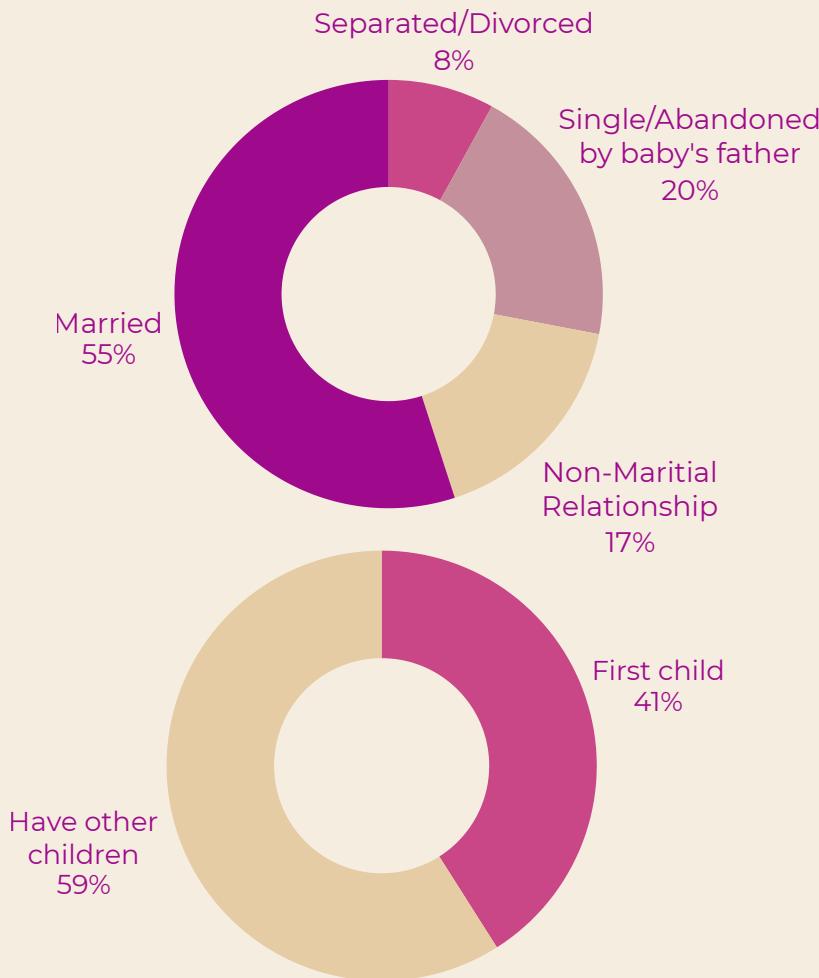
COMMUNITY ENGAGEMENT RESULTS



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

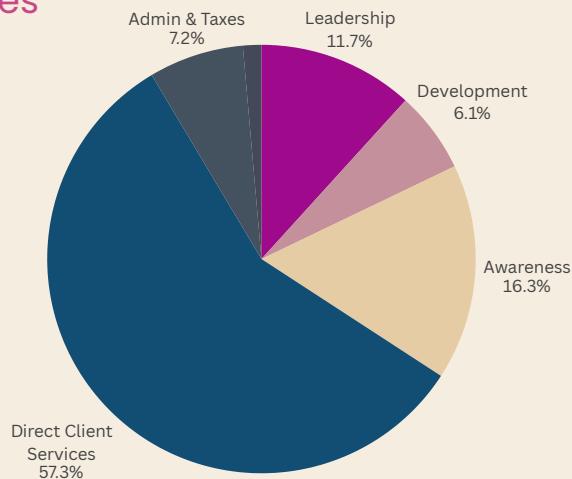
FINANCIAL CASH EXPENDITURES 2025



SHIFRA

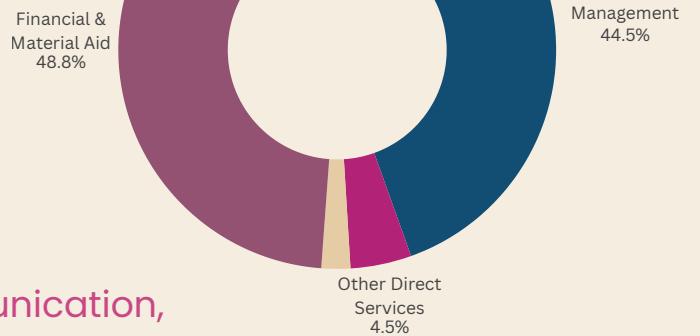
Cash Expenditures

\$742,876

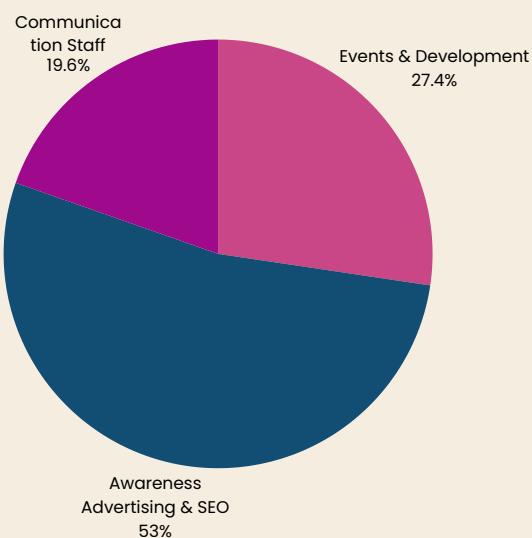


Direct Services

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 & Alice 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
 Raphaela Stern
 Deena Stein
 Ari Tversky
 Eitan Zeffren

2025 MOTHERBOWL SPONSORS



2025 CHICAGO MOTHERBOWL AMBASSADORS

Mazel Levin
Goldie Rebel
Miriam Friedman
Elana Meyers
Hadassa Spector
Ruki Halpert
Rutie Zuckerman
Moriel Hamui
Eliana & Gabi Birn/Tovy
Moria Kohanchi

Molly Rissien
Rena Raccah
Mari Gorenstein
Malkie Kohn
Dinah Shiner
Challi Glickman
Debbie Garfinkel
Shoshana & Ilana Kroll



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.

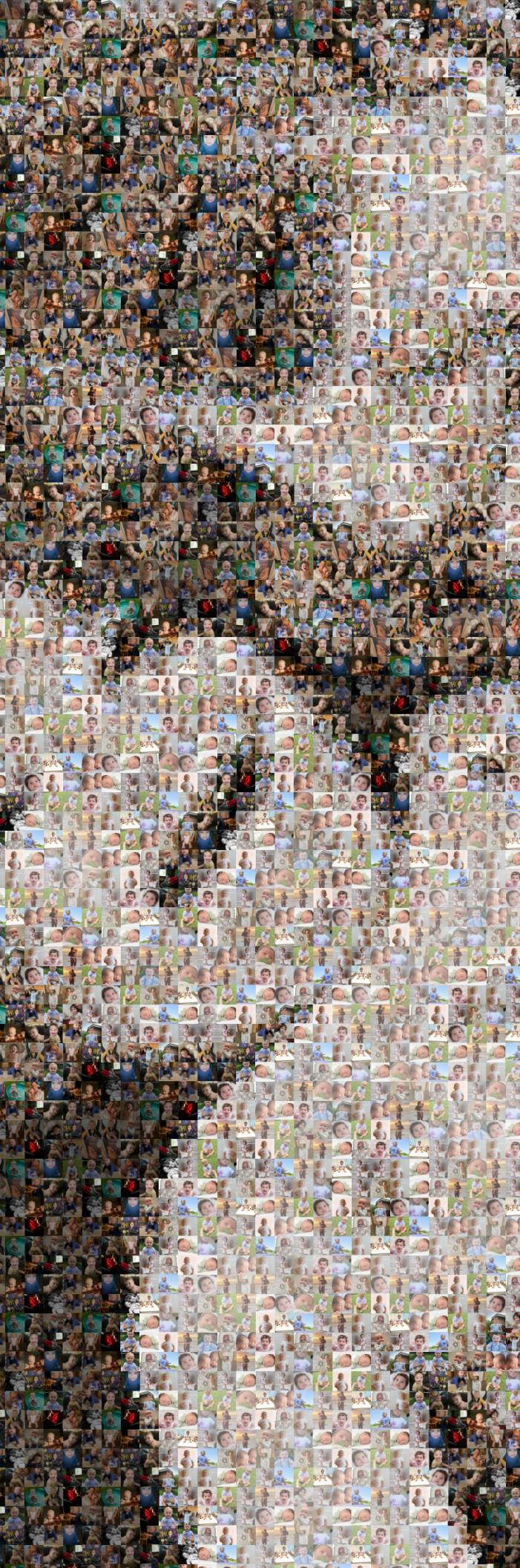
\$360 #DeliverMore Love

Sponsor professional crisis counseling for one mother.

CALLSHIFRA.ORG/DONATE
EIN# 27-0746302


SHIFRA





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

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Silver Spring, MD. 20910
EIN# 27-0746302



SHIFRA