

# 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](mailto: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.

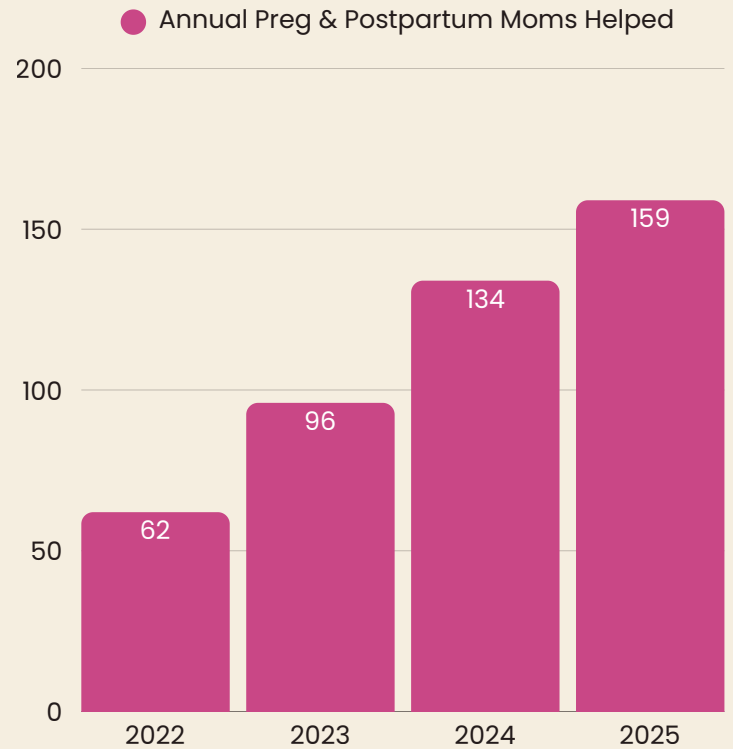


Strengthen

**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
- 300<sup>th</sup> and 350<sup>th</sup> 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).

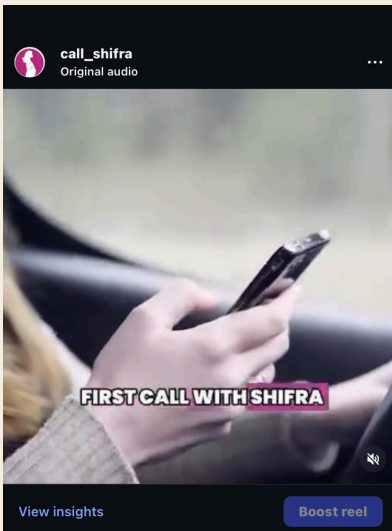
## Our primary strategies are:

- 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](mailto:brooke@jewishpregnancyhelp.org).

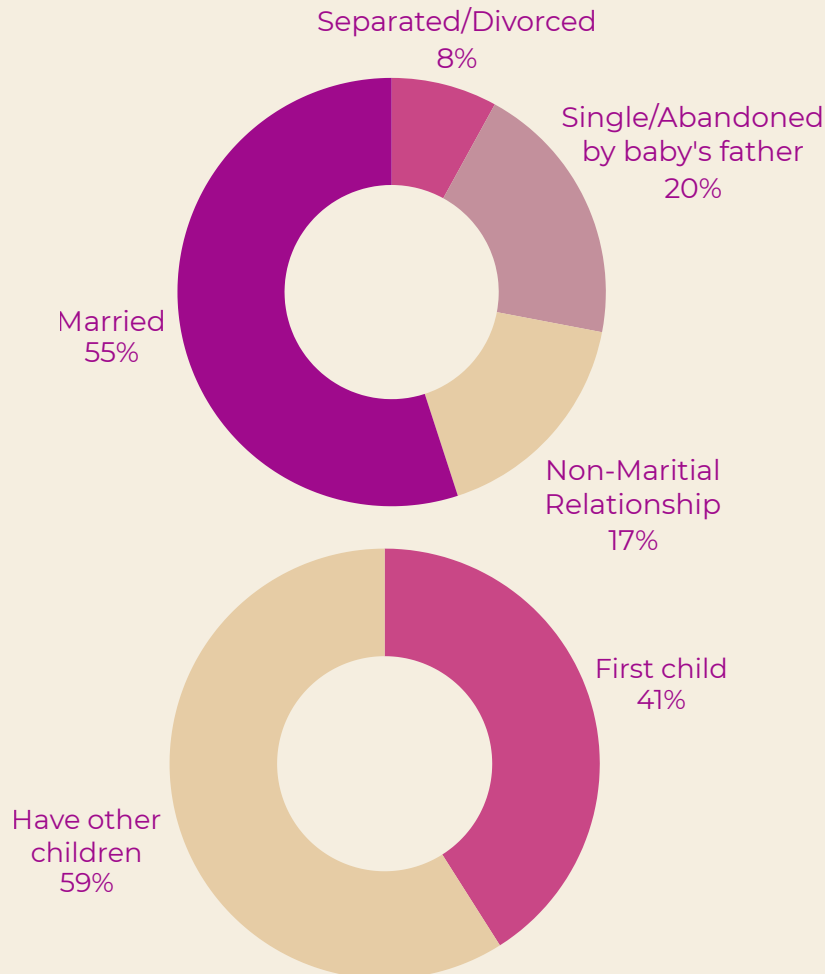
## COMMUNITY ENGAGEMENT RESULTS



**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



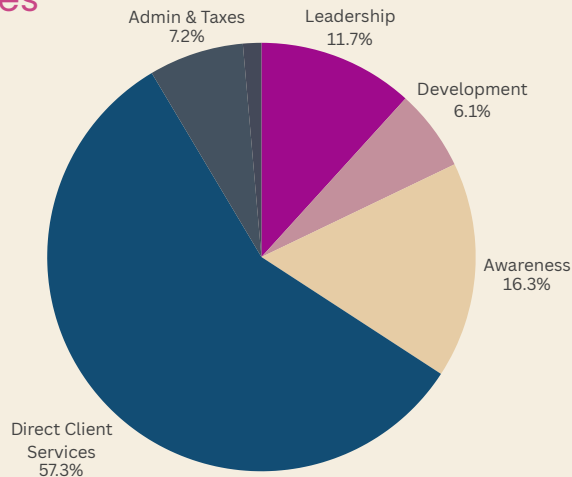
Lifetime Parenting  
Classes/Coaching



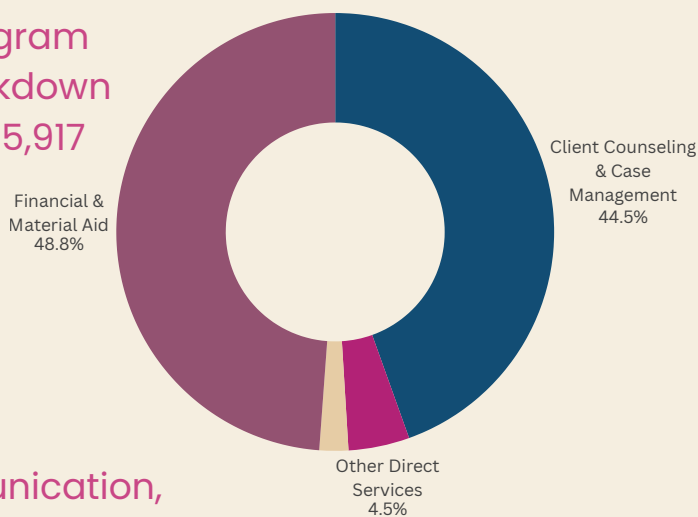
Care Packages

## FINANCIAL CASH EXPENDITURES 2025

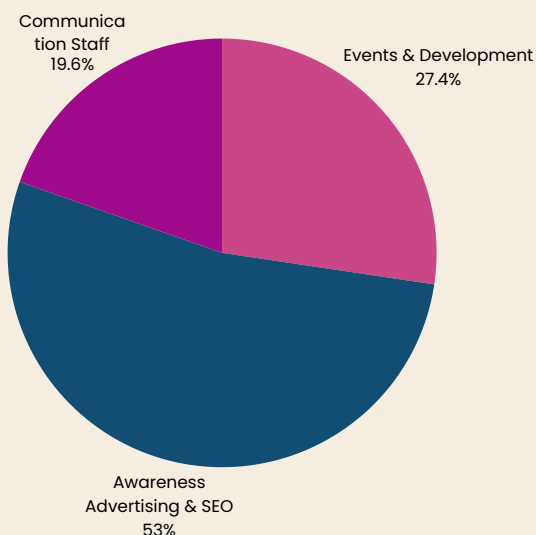
### Cash Expenditures \$742,876



### Direct Services Program Breakdown \$425,917

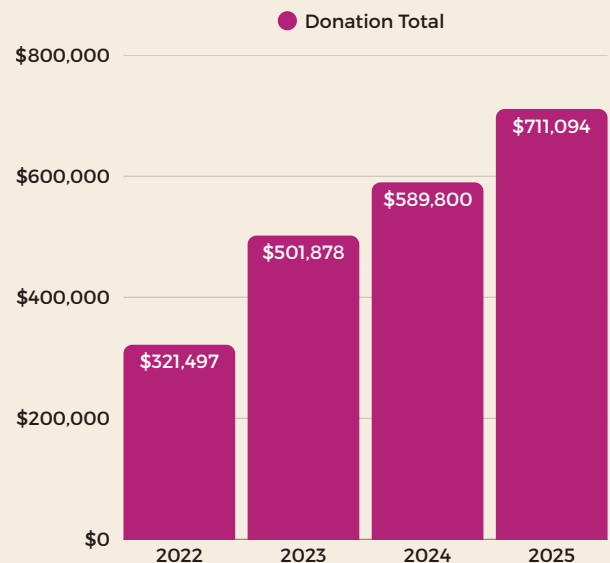


### Communication, Awareness, and Development \$166,971.01



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 & 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

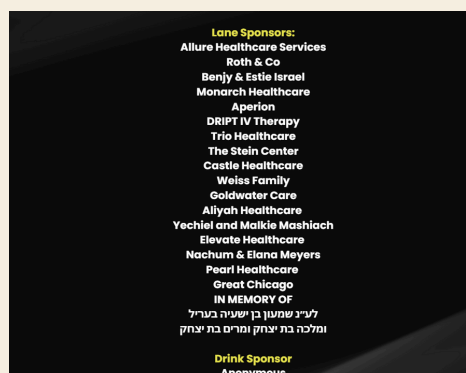
## ≥ \$5,000+

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  
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](http://callshifra.org)

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Silver Spring, MD. 20910  
EIN# 27-0746302



SHIFRA