

The background of the cover is a photograph of a diverse group of people, mostly of African descent, sitting in an audience and clapping. They are looking towards the left side of the frame. The lighting is warm and focused on the audience. A solid blue vertical bar runs along the left edge of the cover.

jewfolk | inc

IMPACT **REPORT** 2025

TC Jewfolk

Cincy Jewfolk

FolkMedia Consulting

Jewfolk Podcast Network

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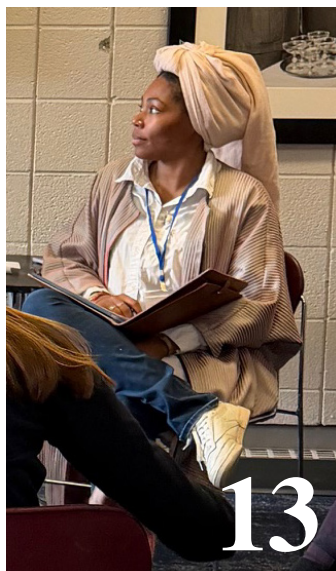
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LETTER FROM THE EXECUTIVE DIRECTOR

WE ARE THE STORIES WE MAKE TIME FOR



Toward the end of this year, I found myself thinking less about how much we do and more about what we choose to make time for. Time, it turns out, is one of the clearest measures of our values.

That realization came through Stories from the Tribe. While it is Jewfolk's primary fundraising event, what it really asks for is something rarer: attention, care, and presence. It requires thoughtful curation, rehearsal, and trust that listening — real listening — still matters. In a world that rewards speed and scale, it invites us to sit together long enough to be changed.

Every year, the same thing happens. People laugh together, grow quiet

together, and often cry together. They hear stories that could only be told by this person, in this moment, in this community. And when the last story ends, no one is in a hurry to leave. People linger. They talk. They connect. The stories open something in us, and we want to stay with it.

That understanding stayed with me as I reflected on 2025, a year that asked Jewfolk to grow not just outward, but inward. We continued deepening our work in the Twin Cities while putting down real roots in Cincinnati. We invested in the infrastructure that allows meaningful work to last.

Being selected for Project Accelerate affirmed what we were already sensing: that Jewfolk's mission is resonant, our model is working, and the next chapter requires the same intentionality around sustainability that we bring to storytelling.

That spirit has also shaped the next evolution of our engagement work. In the final months of 2025, we quietly began laying the groundwork for FolkLab, a new platform for Jewish learning, experimentation, and connection.

Built from years of listening to our community, FolkLab is not about

prescribing answers or rolling out programs. It is about creating space for curiosity, learning, and meaningful connection.

Like everything we do at Jewfolk, it starts with people and stories and builds relationships from there.

Holding all of that planning, possibility, and care made a moment at our staff retreat especially meaningful. As we intentionally made space for attention, reflection, and slowness, I realized that the people around the table are not just building Jewfolk. They belong to it — not in the way one usually belongs to an organization, but in the way people belong to a community they have helped shape and that, in turn, has shaped them.

And perhaps that is what this year was really about: making time for the stories, relationships, and moments that remind us who we are — and who we are becoming.

Sincerely,

A handwritten signature in blue ink that reads "Libby".

Libby Parker
EXECUTIVE DIRECTOR

TC JEWFOLK

TC JEWFOLK

2025 HIGHLIGHTS

352	3,877	105,500	17	10,757
STORIES PUBLISHED	SUBSCRIBERS	SITE VISITORS	GUEST WRITERS	FOLLOWERS



MOST-READ STORIES · 2025

January	Razava: A welcome, and needed, addition to the Twin Cities food scene
February	Trump admin investigating UMN for antisemitism while DEI, deportation threats loom
March	U of M gets 'F' in new ADL report card
April	Letter to the Jewish community about constitutional rights and Jewish safety
May	HMJDS to be renamed as part of \$40 million campaign
June	Herzl, Ramah affected by Israel flight shutdown
July	Boat, buses & planes: A 90-hour journey home from Israel
August	From Jews in Minneapolis: This is not about us
September	Facing antisemitism at Catholic school
October	On 10/7 anniversary, Temple Israel targeted with antisemitic, pro-Hamas graffiti
November	Remembering former Temple of Aaron cantor Mitch Kowitz
December	CAIR leader blames Israel for attack on Somali community, while multifaith coalition shows support

“My goal is always to bring the ‘why,’ not just the ‘what’ — especially when the news can fundamentally change the community.”

LONNY GOLDSMITH, EDITOR

WHO THE FOLK?! • TOP 10 EPISODES

- 1 Miles Lerner
- 2 Cole Hanson
- 3 Johanna Hyman
- 4 Susie Kaufman
- 5 Aaron Black
- 6 Henry Karpovas Lisak
- 7 Sami Saltzman Savin
- 8 Freddie Weisberg & Char Cohodes • J Matchmaking
- 9 Sara Lynn Newberger
- 10 Marissa Bader



BIG STORIES AND COMMUNITY MILESTONES

JFCS Minneapolis acquires JFS St. Paul

A transformative merger reshaping how social services reach our community.

Maayanot Mikveh selects Beth El campus

Community mikveh finds its permanent home after years of planning.

Stories from the Tribe • Season 2

12 stories, a full house at Beth El, and no air conditioning.





TC JEWFOLK 2025

TC Jewfolk strengthens Jewish life in the Twin Cities by creating meaningful opportunities for connection through local journalism, storytelling, digital engagement, and community experiences. Across our website, newsletters, podcasts, social media platforms, and events, we help thousands of Jewish community

members discover what is happening around them and find their place within the broader Jewish community.

From Stories from the Tribe to FolkLab and our vibrant online communities, Jewfolk creates spaces where people can share their experiences, explore Jewish identity,

build relationships, and feel a sense of belonging. Our work reaches people across generations and backgrounds, offering accessible pathways into Jewish life that are rooted in curiosity, connection, and community.

TC JEW FOLK

STORIES FROM THE TRIBE: TWIN CITIES

What it is

Stories From the Tribe is TC Jewfolk's signature annual storytelling event—and our biggest night of the year—bringing the community together for an evening of honest, heartfelt Jewish storytelling.

Who we reach

Jewish community members across generations and backgrounds—along with friends and supporters—who are looking to feel connected, inspired, and part of something larger through shared stories and lived experiences.



“What an amazing and delightful program this evening! All of the storytellers were wonderful, each unique in their own way. Just a truly lovely and inspiring evening. Thank you!”

The impact

For one unforgettable evening, 12 community members took the bima to share personal stories about family, identity, and the layered experience of being Jewish today—stories that were funny, moving, complex, and deeply human. Together, they created a space where community members could see themselves reflected, feel less alone, and recognize the threads that connect us across differences, and across generations.

At a time when the world can feel heavy, Stories From the Tribe offered something essential: a chance to gather, to listen, to laugh, and to

remember the strength and resilience within our shared stories.

As our signature annual fundraiser, the event also plays a critical role in sustaining our work—ensuring that Jewish voices continue to be heard through independent journalism, storytelling, podcasts, and community-building efforts year-round.

Guided by returning producer Galit Breen and emcee Jordana Green, the evening struck a balance that resonated of warmth, humor, and meaning—creating an experience that resonated long after the final story was told.

500

EVENT ATTENDEES

56.25%

INCREASE IN ATTENDANCE
FROM YEAR 1

TC JEW FOLK

MINNESOTA MAMMALEHS

What it is

Minnesota Mammalehs is a vibrant online community where Jewish moms, grandmothers, and expectant mothers across Minnesota connect, share, and support one another through every stage of family life.

Who we reach

Parents and caregivers looking for connection, advice, and a sense of belonging—whether they are raising young children, navigating new stages of parenting, or seeking community later in life.

A strategic focus this year

Minnesota Mammalehs continued to prioritize meaningful connection by creating opportunities for Jewish parents and caregivers to engage with one another both online and in person. We focused on fostering a welcoming, supportive community where members could build relationships, share experiences, and find a sense of belonging through every stage of family life.



“I just want to say thank you for this group and safe space! I’m a brand new mommy to a beautiful little baby girl and I am looking for local mom friends that share the Jewish values that I feel so passionate and strongly about!”

The impact

Minnesota Mammalehs helped thousands of Jewish parents and caregivers feel less alone and more connected to community. Through conversations, recommendations, shared experiences, and real-world friendships, members found support, discovered local Jewish opportunities, and strengthened their connection to Jewish life in ways that felt authentic, accessible, and personal.

In-person connection: Shabbat in the Park

A relaxed, family-friendly gathering where participants can meet face-to-face, build relationships, and experience Jewish life together outdoors.



3,349
MEMBERS

6
EVENTS

110
OF NEW
WEEKLY TOPICS

123
EVENT
ATTENDEES

TC JEWFOLK

SHABBAT IN THE PARK: TWIN CITIES



What it is

Shabbat in the Park is a beloved annual series hosted by TC Jewfolk with a community partner, PJ Library, offering families a simple and welcoming way to experience Shabbat together in community.

This low-to-no-barrier program invites families with children to slow down, gather outdoors, and celebrate Shabbat in a relaxed, informal setting. Families bring their own dinner—whether homemade or takeout—while we provide challah and juice for blessings.

The remainder of the evening is intentionally unstructured, creating space for play, conversation, and connection among families raising Jewish children across the Twin Cities.

Who we reach

Jewish families with children across the Twin Cities—especially those seeking accessible, informal ways to connect with other families and build Jewish community in everyday life.

“You get to take your family outside. Breathe in fresh air. Meet others in your community who are also looking for a way to welcome Shabbat (and potentially make some future playdates). Enjoy food together. And smile as all the kids soak up the playground.”

Our strategic focus

In partnership with PJ Library, we continued to shape programming around the needs and rhythms of local families, centering ease, accessibility, and consistency across locations and gatherings.

The impact

Shabbat in the Park offers a gentle on-ramp into Jewish life for many families, removing barriers such as cost, preparation, and formality. By meeting families where they are—literally in neighborhood parks—the program creates space for relationships to form naturally through shared experience.



These gatherings support connection not only to Jewish tradition, but to one another, helping families build community in ways that feel relaxed, joyful, and sustainable.

6

GATHERINGS

123

TOTAL ATTENDEES



TC JEWFOLK

HOLIDAY MATCHING TWIN CITIES

“We got to participate in a wonderful Seder tonight. Thank you to TC Jewfolk for helping us find a table. And special thanks to our host and family for welcoming us. It truly is a Chag Sameach!”

What it is

Holiday Matching is a long-standing TC Jewfolk tradition that connects community members for shared holiday meals. Twice a year, before Passover and the High Holidays, we match guests and hosts to create welcoming spaces to gather, celebrate, and connect.

Who we reach

Jewish individuals and families across the Twin Cities—especially those who are new to the community, those who are looking to welcome guests to their celebrations, and those seeking a place to belong during the holidays.

Our strategic focus

Jewfolk, Inc. centers participant needs through a human-centered matching process, thoughtfully pairing guests and hosts based on preferences, interests, and desired

experiences to ensure each gathering feels comfortable, intentional, and welcoming.

The impact

By making it easier to both host and attend, Holiday Matching reduces barriers to participation during key moments in the Jewish calendar. Each match creates an opportunity for meaningful connection—turning what might otherwise be a solitary experience into one rooted in community, tradition, and shared belonging.

These gatherings reflect the generosity of our community and the power of a simple invitation. Whether someone is opening their home or finding a seat at the table, each connection helps strengthen relationships and build a more connected Jewish Twin Cities.

2

SEASONAL CYCLES

30

PARTICIPANTS MATCHED

TC JEW FOLK

JLINK

What it is

JLink is a connected online community where Jewish professionals in the Twin Cities connect, network, and support one another throughout their careers.

Who we reach

Emerging and established professionals seeking connection, career growth, and a trusted network within the Jewish community.

A strategic focus this year

We partnered with Jewish Family and Children's Service of Minneapolis Career Services to enhance our in-person offerings, bringing professional facilitation and career expertise into our gatherings.

The impact

By integrating guided discussions and expert insight into our events, we created more meaningful opportunities for professionals to connect, learn, and grow. Participants left not only with new contacts, but with practical tools and conversations that supported their career development.

In-person connection: JLink Coffee Meetups

Quarterly gatherings that combine networking with facilitated discussion, offering a more intentional and valuable experience for Jewish professionals.



“I appreciate having so many resources in one place!”

1150

MEMBERS

4

EVENTS

110

NEW WEEKLY
TOPICS

84

EVENT
ATTENDEES

TC JEWFOLK

JCREATE

What it is

JCreate is a welcoming online community for Jewish creatives in Minnesota, welcoming professionals, semi-professionals, and hobbyists across all creative disciplines.

Who we reach

Jewish artists, makers, and creatives looking for connection, collaboration, inspiration, and opportunities to share their work with a broader community.

A strategic focus this year

We partnered with the Minnesota JCC's Jewish Artists Collective to design quarterly in-person gatherings centered on shared resources and artistic exchange, deepening both engagement and creative collaboration.

**The impact**

Each gathering brought together creatives across generations to exchange materials, ideas, and inspiration in a highly participatory environment. These events consistently fostered new connections and collaborations, strengthening the creative Jewish ecosystem in Minnesota.

“Being around other creatives is just the best!”

In addition, each session featured a spotlighted artist, whose work was highlighted through our editorial platform—providing visibility, recognition, and a meaningful opportunity to share their creative voice with the broader community as well as the beginnings of a rich and meaningful online directory of Jewish artists in Minnesota.

In-person connection: Artist Material Swaps & Creative Gatherings

Quarterly meetups where artists exchange materials, share work, and connect through hands-on, community-driven creative engagement.



274

MEMBERS

4

EVENTS

8

NEW WEEKLY TOPICS

80

EVENT ATTENDEES

TC JEW FOLK

JMATCHMAKING



What it is

JMatchmaking is a friendly online community for Jewish singles age 65+ in Minnesota seeking connection, companionship, and meaningful relationships. The group was founded by volunteer matchmakers committed to reducing isolation and building community through a modern approach to an ancient Jewish tradition.

Who we reach

Older Jewish adults, as well as those supporting them, who are seeking friendship, companionship, or romantic connection within a trusted community network.

A strategic focus this year

We partnered closely with volunteer matchmakers to formally launch and support the JMatchmaking initiative, helping shape its visibility, structure, and community reach through storytelling and digital engagement.

The impact

Since launch, the program has engaged over 100 individuals through one-on-one matchmaking conversations, building a strong foundation of trust, personal connection, and community insight. This work has also helped surface meaningful data and participant feedback to guide future in-person programming.

“In mid 2025 the matchmakers introduced me to a wonderful woman, and we have been going together ever since. My small contribution was the least I could do.”

The group’s launch and story were featured on the front page of the Star Tribune Variety section, significantly expanding awareness of Jewish connection and companionship efforts in the Twin Cities.

In-person connection: In development

In 2025, we focused on relationship-building and data collection to inform future in-person gatherings, with plans underway to launch community events in 2026.

150

MEMBERS

100+

ONE-ON-ONE PARTICIPANT
CONVERSATIONS

6

NEW WEEKLY TOPICS



TC JEWFOLK

INTRODUCING FOLKLAB: TWIN CITIES

What it is

FolkLab is Jewfolk, Inc.'s new Jewish learning initiative, launched at the end of 2025 as an evolution of the adult learning initiative formerly under the Talmud Torah of St. Paul. Building on a strong legacy, FolkLab expands access to meaningful Jewish learning while creating new opportunities for connection across the Twin Cities.

Who we reach

Jewish adults across the Twin Cities—across backgrounds, affiliations, and experience levels—seeking thoughtful, accessible opportunities to engage with Jewish learning, culture, and community.

Our strategic focus

The focus during the launch phase was on historical adult education efforts while expanding reach through new formats, partnerships, and entry points. This includes a mix of in-person, virtual, and asynchronous offerings designed to meet participants where they are.

The impact

FolkLab will strengthen the local Jewish community by bringing

people together through shared learning experiences—bridging neighborhoods, generations, and perspectives. From deep text study to cultural exploration, contemplative practice, and opportunities for Jewish community and joy, this initiative will create space for meaningful and accessible Jewish engagement while building new pathways for growth, creativity, and connection.

The reach

FolkLab successfully launched in December 2025 with a full rollout planned for 2026 and beyond.

“It is my hope that FolkLab will build on the success of Hineni and encourage ever more serious Jewish learning and access to Jewish contemplative practices in our community.”

SARA LYNN NEWBERGER
FOUNDER OF HINENI





CINCY JEWFOLK 2025

Cincy Jewfolk continues to grow as a trusted source for local Jewish news, stories, and community connection. Through original reporting, podcasts, social media, events, and storytelling initiatives, we help Cincinnati-area Jews stay informed, discover opportunities for engagement, and connect with one another in meaningful ways.

By amplifying local voices and creating welcoming entry points into Jewish life, Cincy Jewfolk serves as a hub for conversation, belonging, and community participation. Whether through a community story, a podcast episode, an online discussion, or an in-person gathering, we help strengthen the relationships that make Jewish Cincinnati thrive.



CINCY JEWFOLK

CINCY JEWFOLK

2025 HIGHLIGHTS

263	550	14,481	16	1,714
STORIES PUBLISHED	SUBSCRIBERS	SITE VISITORS	GUEST WRITERS	FOLLOWERS



MOST-READ STORIES • 2025

January	Here’s How To Help People In The L.A. Fires
February	Neo-Nazis Wave Swastika Flags and Antisemitic Banner on I-75 Overpass
March	Rally Against White Supremacy Organizers Disinvite Rabbi for Views on Israel
April	Virulent Antisemitic Vandalism Shuts Down Miamisburg Applebee’s on Saturday
May	I went to the Matisyahu concert at Ludlow Garage, and Here’s How it Went
June	2025 Jewish @ Pride Guide
July	Greater Cincinnati Board of Rabbis On the Detention of Imam Ayman Soliman
August	Antisemitic Messages Found on Pleasant Ridge Sidewalks
September	Stories from the Tribe Showcases Local Cincinnati Storytellers
October	Miriam Anzovin, Social Media Sensation, Wants to Make the Talmud Relatable to Cincy Folk
November	Antisemitic Graffiti Found in Downtown
December	Guest Lecture Sparks Controversy

BIG STORIES AND COMMUNITY CONVERSATIONS

Here's How To Help People In The L.A. Fires

As devastating wildfires swept through Los Angeles, Jewfolk compiled resources to help community members support relief efforts. The guide connected readers with trusted organizations providing emergency assistance, recovery support, and opportunities to give back.

Neo-Nazis Wave Swastika Flags and Antisemitic Banner on I-75 Overpass

After a group of neo-Nazis displayed swastika flags and antisemitic banners over Interstate 75, Cincy Jewfolk reported on the incident and community response. The story informed readers about a troubling display of hate while documenting its impact on the Cincinnati Jewish community.

Rally Against White Supremacy Organizers Disinvite Rabbi for Views on Israel

Cincy Jewfolk covered the controversy surrounding the removal of a local rabbi from an anti-white-supremacy rally because of his views on Israel. The article explored the tensions between coalition-building, free expression, and Jewish participation in broader social justice movements.

Virulent Antisemitic Vandalism Shuts Down Miamisburg Applebee's on Saturday

Following antisemitic vandalism at an Applebee's in Miamisburg, Cincy Jewfolk reported on the incident and its effects on employees, customers, and the broader community. The story highlighted the ongoing challenges of antisemitism in the region and the community's response.

I went to the Matisyahu concert at Ludlow Garage, and Here's How it Went

In this firsthand opinion piece, a Cincinnati community member reflected on attending Matisyahu's concert amid protests outside the venue. The article explored questions of Jewish visibility, safety, and identity while describing how national conversations about Israel and antisemitism were experienced locally.



CINCY JEWFOLK

STORIES FROM THE TRIBE: CINCINNATI

“The stories themselves—some funny, some heartbreaking, some heartwarming—were individually wonderful. However, when I heard them read one after another, creating this tapestry of Jewish women’s life in Cincinnati, I saw that together it was even more beautiful.”



What it is

Stories From the Tribe is Jewfolk, Inc.’s signature storytelling event—and a cornerstone of our community engagement model—bringing people together for an evening of honest, personal Jewish stories. In 2025, we introduced the program to Cincinnati for the first time, expanding this powerful model of connection into a new community.

Who we reach

Jewish community members across Cincinnati—along with friends and supporters—who are seeking connection, inspiration, and a sense of belonging through shared stories and lived experiences.

The impact

In its inaugural year, Stories From the Tribe: Cincinnati brought community members together for an evening of storytelling centered on family, identity, and the lived experience of being Jewish today. Through humor, vulnerability, and authenticity, storytellers created a space where attendees could see themselves reflected and feel a deeper connection to one another.



As a first-time initiative, the event served as both an introduction and an invitation—demonstrating how storytelling can build community, spark conversation, and create meaningful shared experiences.

At a time when connection matters deeply, Stories From the Tribe offered a space to gather, listen, and recognize the threads that bind a community together.

Guided by returning producer Galit Breen and emcee Jackie Congedo, the evening struck a balance of warmth, humor, and meaning—creating an experience that resonated long after the final story was told.

1
EVENT

119
TOTAL ATTENDEES

CINCY JEWFOLK

JEWISH CINCY

What it is

Jewish Cincy is a newly launched online community designed to serve as a central hub for Jewish life in Cincinnati—bringing together individuals across backgrounds, interests, and levels of engagement in one accessible digital space.

Who we reach

Jewish individuals in the Cincinnati area seeking connection, local resources, and a shared space to engage with community life—whether through events, conversation, or everyday information.

Our strategic focus

In its inaugural year, we focused on building awareness and establishing Jewish Cincy as an open, inclusive “digital town square”—a place where community members and local leaders alike can share opportunities, insights, and experiences in real time.



558
MEMBERS



18

The impact

By lowering barriers to entry and centralizing information, Jewish Cincy has begun to make Jewish life more visible, accessible, and connected across the region. As the group grows, it is laying the groundwork for deeper engagement, stronger community awareness, and expanded opportunities for participation.

In-person connection: In development

As a newly launched initiative, Jewish Cincy is currently focused on building a strong digital foundation, with opportunities for in-person engagement to be explored as the community continues to grow.

“Such a great community we have here!”



14
NEW WEEKLY TOPICS



CINCY JEWFOLK

SHABBAT IN THE PARK: CINCINNATI

“I think all families will love this new opportunity to celebrate Shabbat together with new friends and old friends in a casual setting where the kids can play and the adults can sit and chat. Being able to pack their own dinners will ensure that every one will be happy with dinner options!”

What it is

Shabbat in the Park is a Jewfolk, Inc. tradition that brings families together to experience Shabbat in a relaxed, community-centered outdoor setting. Launched in Cincinnati in 2025, this program offers a simple, accessible way for families to connect, celebrate, and spend time together at the end of the week.

Families bring their own dinner—whether homemade or takeout—while challah and juice are provided for blessings. The rest of the evening is intentionally unstructured, creating space for play, conversation, and connection.

Who we reach

Jewish families with children across Cincinnati—especially those looking for low-barrier, informal ways to connect with other families and engage in Jewish life.

Our strategic focus

In its first year, we focused on introducing the program in ways that felt accessible and welcoming, selecting locations and formats that made it easy for families to participate and return.

The impact

Shabbat in the Park creates an easy entry point into Jewish community, removing barriers such as cost, planning, and formality. By offering a consistent, approachable gathering space, the program helps families build relationships and experience Jewish tradition in a way that feels natural and joyful.

As a first-year initiative, it laid the groundwork for continued growth—creating early connections and establishing a foundation for ongoing family engagement in Cincinnati.

3

GATHERINGS

83

TOTAL ATTENDEES

CINCY JEWFOLK

HOLIDAY MATCHING **CINCINNATI**



What it is

Holiday Matching is a Jewfolk, Inc. tradition that connects community members for shared holiday meals. Now in its third year in Cincinnati, the program brings people together around Passover and the High Holidays by matching guests and hosts to create welcoming, meaningful spaces to gather and celebrate.

Who we reach

Jewish individuals and families across Cincinnati—especially those who are new to the community, those looking to open their homes, and those seeking a place to connect and belong during the holidays.

Our strategic focus

As Cincy Jewfolk’s local presence continues to expand, the matching process is guided by a participant-centered approach. By pairing guests and hosts based on shared interests,

preferences, and desired experiences, each connection is designed to feel thoughtful, comfortable, and meaningful.

The impact

Holiday Matching makes it easier for individuals to participate in Jewish holiday life by reducing common barriers to hosting or attending. Each match creates an opportunity for genuine connection—transforming holiday moments into shared experiences rooted in community and tradition.

In Cincinnati, the program continues to build momentum year over year, deepening relationships and reinforcing a culture of openness, generosity, and belonging.

“What you do makes a huge difference in our community!”



2

SEASONAL CYCLES

13

PARTICIPANTS MATCHED

FOLKMEDIA

INTRODUCING: FOLKMEDIA

What it is

Jewfolk believes that organizations changing the world deserve to be heard. That's why FolkMedia helps nonprofits, Jewish organizations, and community institutions connect with the people who need them most through strategic marketing, communications, and storytelling.

"Jewfolk has been instrumental in our social media presence. They've been able to create engaging content for our followers and those who are curious about our efforts. Managing our website and keeping it up to date is no small feat, and Jewfolk has been great at that, as well. The communication we've been able to have with our viewers has been productive and significantly better ever since we started working with Jewfolk."

TULSA TOMORROW

In 2025, FolkMedia served as a trusted partner to Jewish organizations working to engage their communities during a time of heightened uncertainty and rising antisemitism. By helping clients communicate with clarity, confidence, and purpose, FolkMedia ensured that organizations remained focused on their missions while continuing to inspire participation, connection, and support.



Through strategic digital marketing and communications initiatives, FolkMedia helped organizations tell their stories, strengthen relationships with constituents, and elevate the visibility of their programs, events, and impact. Rather than allowing external challenges to define the conversation, clients were able to lead with messages of Jewish life, learning, community, and belonging.

This approach helped organizations deepen engagement, expand their audiences, and achieve key goals while reinforcing the strength and resilience of Jewish communities. As a result, FolkMedia not only helped clients navigate a difficult environment but also positioned them for continued growth and impact.

2025 FolkMedia clients include:





FOLKMEDIA

SUPPORTING CONNECTION AND COMMUNITY WITH TULSA TOMORROW

At FolkMedia Consulting, our role is to serve as both a strategic partner and hands-on manager of digital communications for Jewish organizations. As part of Jewfolk, Inc., we provide fee-for-service social media management, content creation, and digital strategy designed specifically for community-focused work. From shaping voice and messaging to managing day-to-day platforms and websites, our goal is to help organizations communicate more effectively, build meaningful connections, and strengthen their presence online in a way that feels authentic and sustainable.

Tulsa Tomorrow is working to position Tulsa as a place where young Jewish professionals can build a life rooted in opportunity, belonging, and a vibrant, welcoming Jewish community. That mission depends on helping people feel informed, connected, and genuinely invited in, which is why a strong digital

presence and clear communication matter so much.

Through our partnership with Tulsa Tomorrow, we've been grateful to support the ways they show up online: developing content and a distinct voice to help them communicate with warmth and clarity across their platforms.

Over time, we've had the chance to strengthen a digital presence that reflects the thoughtfulness of their mission and the community they are working so hard to build.

We're especially thankful for relationships and clients like these, because they speak to the kind of partnership we hope to offer every organization we work with: one that is strategic and creative, but also personal, collaborative, and respectful of the mission at the center of the work.

Because Tulsa Tomorrow's mission is so rooted in connection, the digital side of the work matters in a big way. Social media is one of the ways people begin to get a feel for an organization, its energy, its values,

and whether there is a place for them within it.

FolkMedia has helped to foster this sense of connection through social media strategy, content creation, calendar management, audience engagement, and website management, but more than anything, it has been about helping them tell their story online in a way that feels distinct to them.

With Tulsa Tomorrow, we've been encouraged to see this work contribute to reaching new audiences,

including national news coverage, and creating deeper connections within their existing community. We are proud to meaningfully support their storytelling, strategy, and digital presence that carry their mission forward.

MEET THE TEAM

2025 JEW FOLK STAFF



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David Lui
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Andrea
Nadel-Tikh
DIRECTOR

Ellie Schneider
DIRECTOR

Amy Spencer
DIRECTOR

JEWFOLK INC

HOW JEWFOLK IMPACTS THE COMMUNITY

WORD SEARCH

J	I	Y	R	N	N	H	X	C	K	J	T	T	Y	R	S	G	V
M	O	N	G	E	E	W	O	A	O	S	T	O	R	I	E	S	I
A	F	U	T	D	L	W	E	G	H	M	D	E	D	I	V	X	B
M	O	P	R	E	C	E	S	L	A	C	M	I	V	G	B	X	R
M	L	O	Z	N	R	O	V	R	C	T	R	U	G	E	Y	E	A
A	L	D	J	E	A	V	N	A	O	O	H	E	N	I	N	B	N
L	O	C	I	T	V	L	I	N	N	O	M	E	A	I	T	T	T
E	W	A	L	W	E	R	I	E	E	T	M	I	R	T	T	A	S
H	E	S	I	O	K	C	O	S	W	C	S	N	N	I	E	Y	L
S	R	T	N	R	U	X	T	O	T	S	T	I	O	G	N	S	A
O	S	S	K	K	I	C	D	R	N	S	P	F	B	E	Z	G	I
A	I	E	K	P	R	V	B	V	E	N	G	A	G	E	J	R	Y

Find the following words in the puzzle.

JOURNALISTS

MAMMALEHS

NEWSROOM

VIBRANT

EVENTS

INTERVIEWS

GATHERING

PODCASTS

STORIES

CREATE

WELCOMING

FOLLOWERS

CONNECT

NETWORK

TRIBE

COMMUNITY

RELEVANT

DIGITAL

ENGAGE

LINK

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We make every effort to ensure this list is accurate, but if we have inadvertently omitted your name or made an error, please accept our apologies and let us know so we can correct it.

2025 REVENUE & EXPENSES

FINANCIAL OVERVIEW

Our 2025 Revenue

In 2025, Jewfolk generated \$613,277 in revenue and invested \$698,552 in advancing our mission, resulting in a planned operating deficit of approximately \$85,000.

While deficits can sometimes signal financial challenges, our 2025 results reflect a deliberate decision to invest in growth. A portion of the deficit was attributable to the

timing of grant payments that were committed but received in a prior or subsequent fiscal period. More significantly, however, the deficit reflects an intentional strategy approved by our board and leadership team to strengthen programs, build organizational capacity, and position Jewfolk for greater long-term impact.

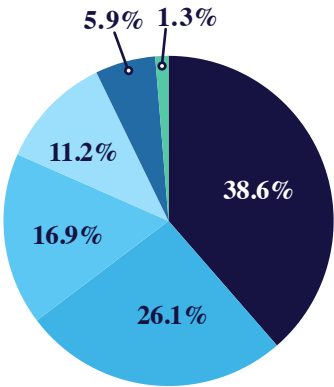
Revenue was led by foundation and grant support, earned income through consulting and fee-for-service work,

and the generosity of individual donors, alongside sponsorships, events, and investment income. More than half of all expenses were invested directly in programs and services that connect people to Jewish stories, learning, and community.

Our commitment to strategic growth was reinforced in 2025 when Jewfolk was selected for Project Accelerate, a national, highly competitive capacity-building initiative. That selection affirmed both our vision and our belief that thoughtful investments today will strengthen our ability to serve Jewish communities for years to come.

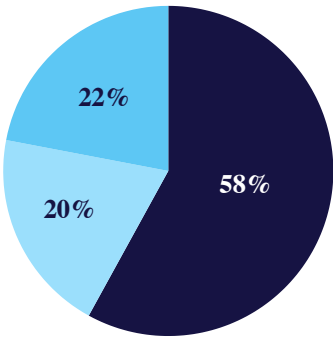
We remain committed to responsible stewardship while pursuing sustainable growth, ensuring that Jewfolk can continue to expand opportunities for connection, belonging, and meaningful Jewish engagement.

Revenue



Grants/Foundation:	\$237,905
Donations	\$101,429
Fee for Service	\$160,657
Corp Sponsors/Ads	\$69,118
Events	\$36,124
Interest	\$8,042
Total Revenue:	\$613,277

Expenses



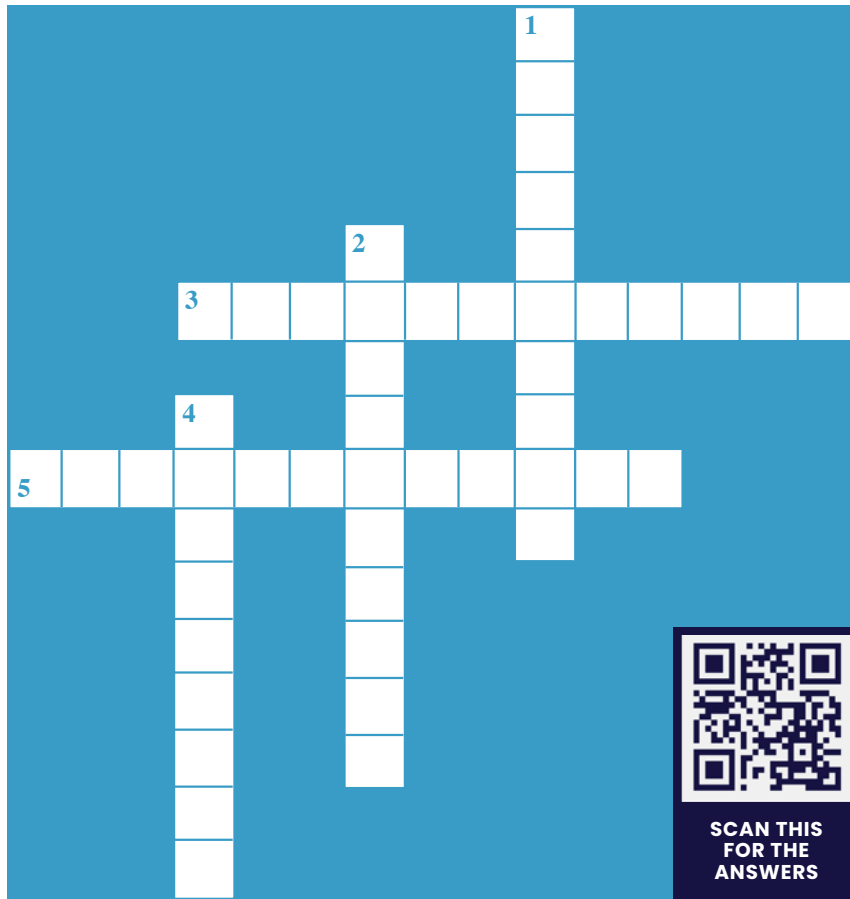
Programs	\$405,160
Admin	\$153,681
Fundraising	\$139,710
Total Expenses:	\$698,552

Key numbers

- 58% Of every dollar spent went directly to our mission
- 39% Of revenue came from grants and foundations
- 26% Of revenue came from fee-for-service earned revenues

JEW FOLK, INC.

CORE VALUES CROSSWORD



SCAN THIS
FOR THE
ANSWERS

ACROSS

3. We have a sacred obligation to link past and future by sharing Jewish tales of today
5. Jewfolk is a digital media hub that provides this between Jews and their local communities, to one another, and to their Jewish identity

DOWN

1. We embrace the diversity of ways to be Jewish by maximizing on ramps to this with Jewish life, knowing that an active, vibrant, and engaged community is good for all of us
2. By leaning into our own creativity to evaluate diverse voices, spur dialogue, and provide a platform for the unexpected, we nourish this among the Jewish communities we serve
4. Jewfolk seeks truth and reports it. We are accurate, fair, and transparent about what we report and why



jewfolk | **inc**

Jewfolk, Inc. maximizes the power of small- and mid-sized communities to serve as welcoming, vibrant homes for Jewish life through independent journalism, strategic engagement, and digital media consulting.

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