Introduction

In recognition of its unique role in serving and strengthening the Raleigh-Cary Jewish community, the Federation initiated a strategic planning process to identify the needs and priorities of our community. The ultimate purpose of the strategic planning process has been to develop key strategies to position the Jewish Federation of Raleigh-Cary (JFRC) for future success. The focus of this effort was to answer three key questions:

1. What should be the core work of the Federation?
2. Are we meeting the needs of the Raleigh-Cary Jewish community?
3. How can The Jewish Federation of Raleigh-Cary engage more people, increase the number of donors, and build a stronger sense of community?

Mission and Vision - Reaffirmed

Guided by the Jewish values of tikkun olam (repairing the world) and tzedakah (righteous giving), the mission and purpose of The Jewish Federation of Raleigh-Cary are to mobilize human and financial resources to (a) support and strengthen our local and regional Jewish community and (b) to meet the shared obligations of our local community to Israel and international Jewry. Seeking to strengthen Jewish identity, the Federation serves as the facilitating force that connects generations, congregations and the unaffiliated alike.

Goals

Our Goals are the aims of the organization, which allow for the ultimate achievement of our mission. Goals drive the strategies and actions.

Our Federation’s mission is accomplished by pursuing the following five goals:

1. **Connect to people:** Provide programming and information to bring Jews throughout the Raleigh-Cary area together in a welcoming and inclusive environment.
2. **Connect to caring:** Provide a safety net and referrals to ensure that basic needs are met for all Jews in our community.
3. **Connect to learning:** Support Jewish learning opportunities.
4. **Connect to community:** Serve as a central voice for the Raleigh-Cary Jewish community, advocating for Jewish causes.
5. **Connect to Israel and worldwide Jewry:** Create and strengthen meaningful connections between Jews in the Raleigh-Cary area and those in Israel and around the world.
Strategic Initiatives

1. Become the nerve center for sharing ideas and events relevant to the Raleigh-Cary Jewish Community and a critical catalyst for creating a vibrant Jewish community

2. Build meaningful and useful two-way communications to foster much greater awareness of ideas and events relating to Jewish life throughout our community.

3. Ensure that all Jews in the Raleigh-Cary area have opportunities to more fully integrate into all that Jewish life here has to offer.

4. Be financially self-sustaining with an endowment adequate to support a variety of non-recurring needs.

Action Plans

We are in process of developing detailed implementation plans to support the following Action Plans. We expect these plans to be realistic both from a community and budget perspective. We will publish these Action Plans as they become available. The Board will regularly monitor progress and effectiveness of our implementation plan.

Over time, action steps will include:

1. JFRC shall become the central repository of all things Jewish in the greater Raleigh-Cary area

2. Improve the image and branding of JFRC

3. Make JFRC programs more reflective of community needs and financially self-sustaining

4. Organizational Structure and Staffing

5. JFRC to partner with other Jewish organizations in our community to enhance mutual fundraising

6. The new Jewish Community Campus must be self-sustaining on an annual operating basis and have a ‘sufficient’ endowment fund

Engagement

The Strategic Planning effort was led by our Board Chairman, the Chairman of our Strategic Planning Committee and the Executive Committee. The entire Board, along with our Federation staff, aided in soliciting input from the community and formulating these recommendations.

Community input into the planning priorities and strategies was solicited in multiple ways, including:

- An online community-wide survey, which was completed by more than 400 individuals;

- A Community Advisory Council (CAC) was created. The CAC has representation from each of synagogues and other major Jewish organization in the Raleigh-Cary area. The CAC is a sounding board giving input into every critical step in the development of our strategic plan. We expect the CAC to be an ongoing adjunct to JFRC.

A total of nearly 450 people participated in the strategic planning process at various levels.
Our many thanks to those who have offered their insights and recommendations for the future direction of the JFRC. We continue to welcome your support. We want to encourage you to join us in any way you can to make ours a more connected Jewish community.