



JEWISH PHILANTHROPY SINCE OCTOBER 7

SURVEY REPORT
JULY 2024

TABLE OF CONTENTS

03

OVERVIEW

08

GIVING
TRENDS

13

STRATEGIC
ADJUSTMENTS

18

LOOKING
AHEAD

21

CONCLUSION



OVERVIEW

INTRODUCTION

THANK YOU FOR YOUR INTEREST IN THE *JEWISH PHILANTHROPY SINCE OCTOBER 7* REPORT, produced by CCS Fundraising. This report aims to capture how philanthropy in the Jewish sector has been impacted since the events of October 7, 2023, and represents the first dataset to capture the philanthropic response to and experience of Jewish nonprofits during this period.

THIS REPORT IS BASED ON DATA COLLECTED VIA AN ONLINE SURVEY carried out by CCS Fundraising between the dates of May 20 to June 10, 2024, and examines responses from 73 Jewish organizations. All responses analyzed in this report were submitted voluntarily.

CCS IS A RESOURCE FOR PHILANTHROPIC INSIGHTS. For over 76 years, CCS has been a premiere thought leader in philanthropy, helping nonprofits leverage critical information to make data-driven decisions that lead to greater impact. We remain dedicated to understanding and sharing philanthropic trends—even during times of crisis. This report is intended to equip Jewish organizations with essential insights to support their missions effectively by addressing a dearth of information in the sector. The information contained herein is compiled from survey responses and industry research and does not represent CCS’s institutional stance. For more information, please see the [CCS Commitment to Diversity, Equity, and Inclusion](#).

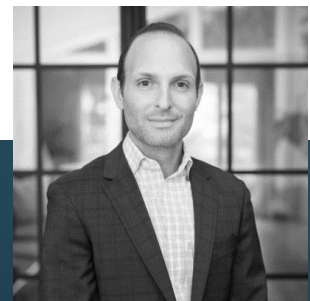
JEWISH PHILANTHROPY SINCE OCTOBER 7 MANAGING EDITORS



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EXECUTIVE SUMMARY



October and December 2023 saw the highest increases in philanthropic income, with 56% and 47% of organizations reporting increases, respectively.

Israel-related organizations saw more stability and higher donation increases than non-Israel-related organizations for each month between October 2023 and May 2024.

Since October 7, 64% of organizations reported a positive change in crisis-related funding. During the same period, 81% of organizations reported an increase or no change in unrestricted funds.

Nearly two out of five (37%) organizations received crisis-related donations from new donors since October 7.

Of organizations whose mission relates to Israel, 19% started or went public with a campaign.

“Supporting Israel” was identified as a primary donor concern by 24% of responding organizations. “Combatting antisemitism” was highlighted as an important issue by 23% of respondents.

If the Israel-Hamas conflict continues, many organizations anticipate changes in giving patterns, with concerns about economic uncertainty negatively impacting major donors.

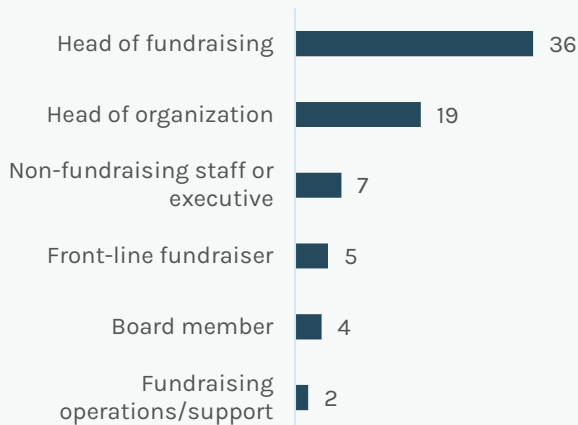
Family foundations and donor-advised funds were the most commonly cited sources of increased fundraising revenue since October 7.

SURVEY PARTICIPANTS

DEMOGRAPHIC REPRESENTATION OF OUR 73-ORGANIZATION SAMPLE

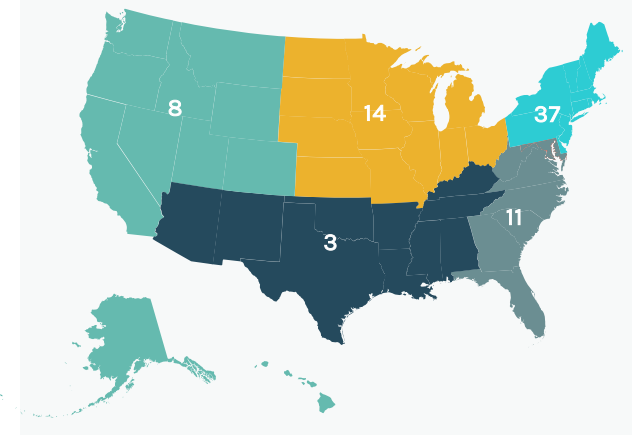
Though the makeup of our survey participants does not directly map to the demographics of the sector overall, this sample provides a window into a wide array of organization types, sizes, and geographic locations.

RESPONDENT JOB TITLE OR POSITION

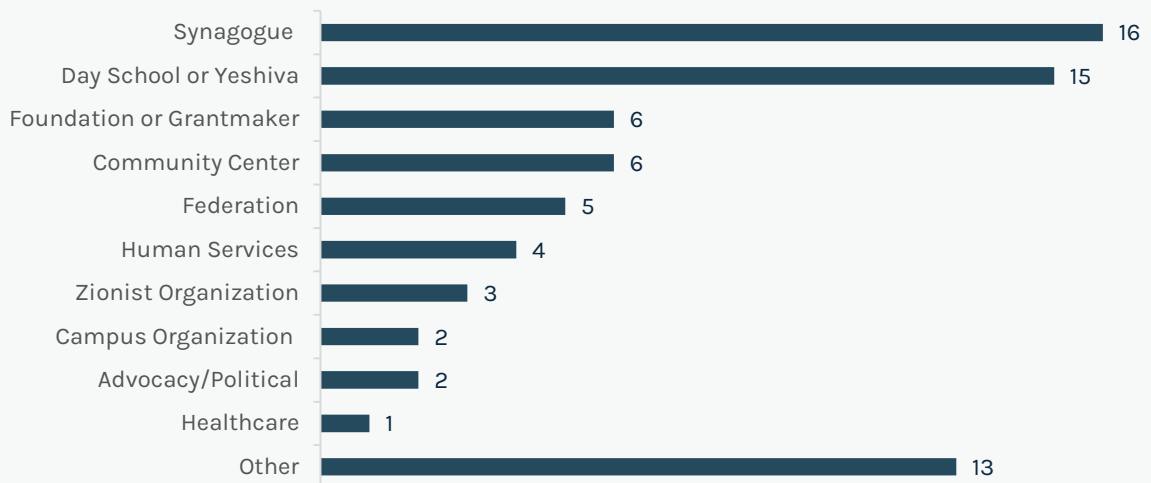


GEOGRAPHIC LOCATION OF SURVEY RESPONDENTS

Includes Canadian respondent in Northwest region.



TYPE OF ORGANIZATION



SURVEY PARTICIPANTS

TOP RESPONDENT PROFILE BY DEMOGRAPHIC VARIABLE



Head of Fundraising



New York City



Synagogue

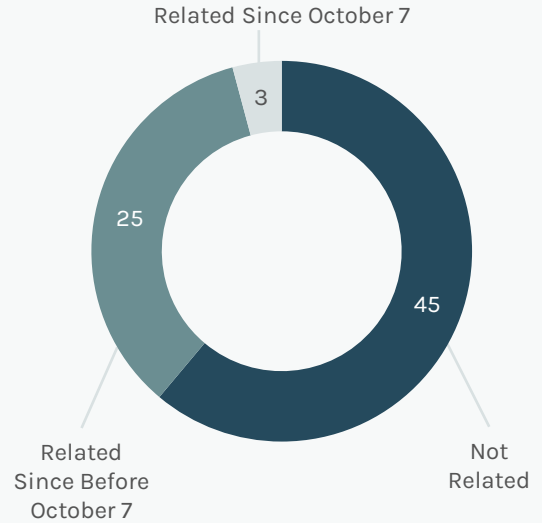


Mission not related to Israel

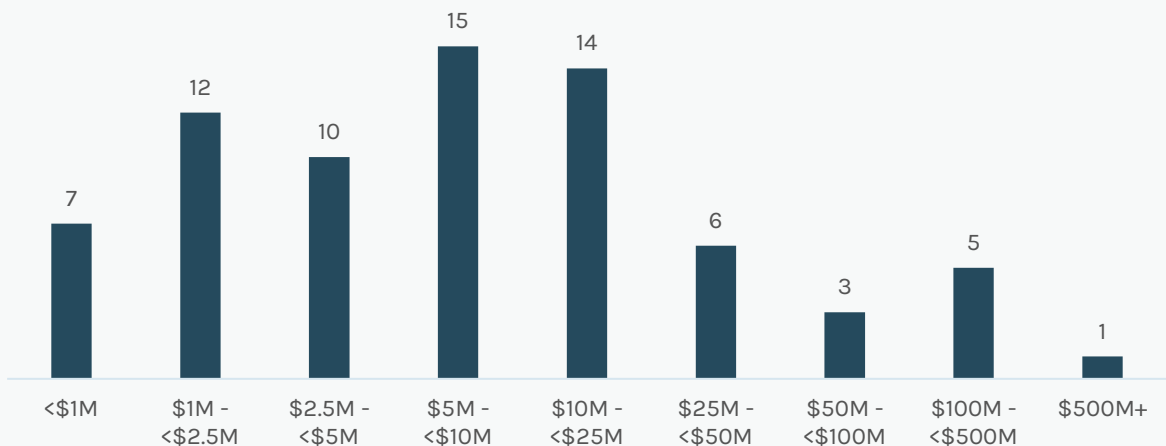


Budget between \$5 million and \$10 million

RELATIONSHIP BETWEEN ORGANIZATION'S MISSION AND SERVICES FOR ISRAEL



ORGANIZATION OPERATING BUDGET

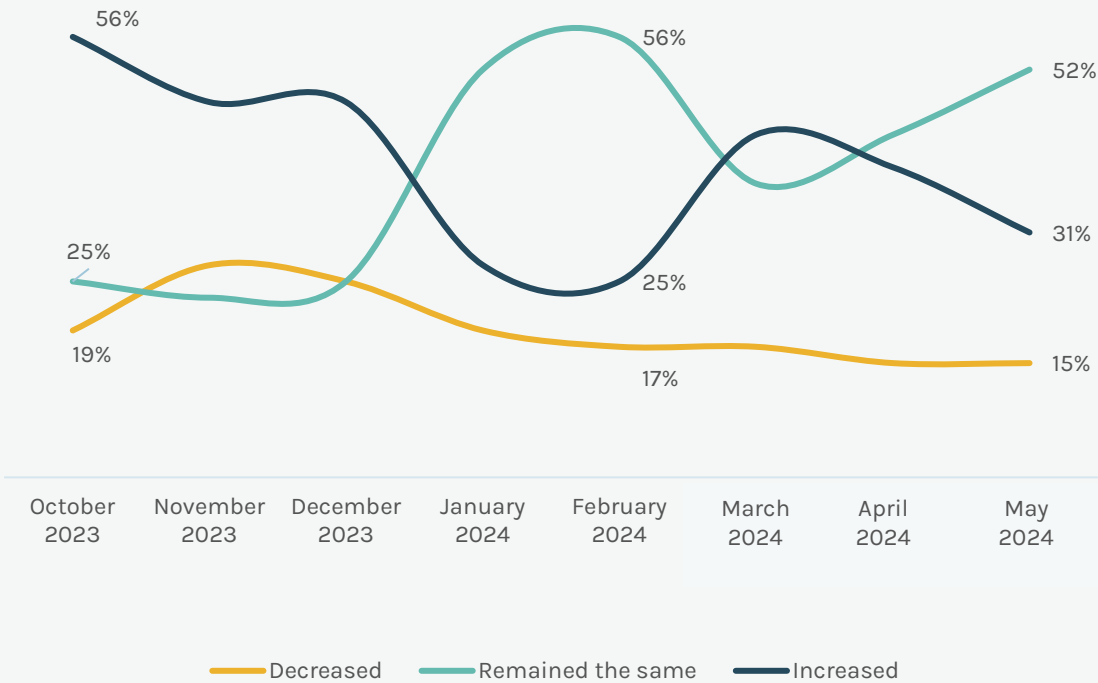




GIVING TRENDS

PHILANTHROPY SHIFTED BY MONTH, WITH AN OVERALL INCREASE IN GIVING

PERCENTAGE OF ORGANIZATIONS REPORTING AN INCREASE, DECREASE, OR CONSTANT RATE OF PHILANTHROPIC INCOME



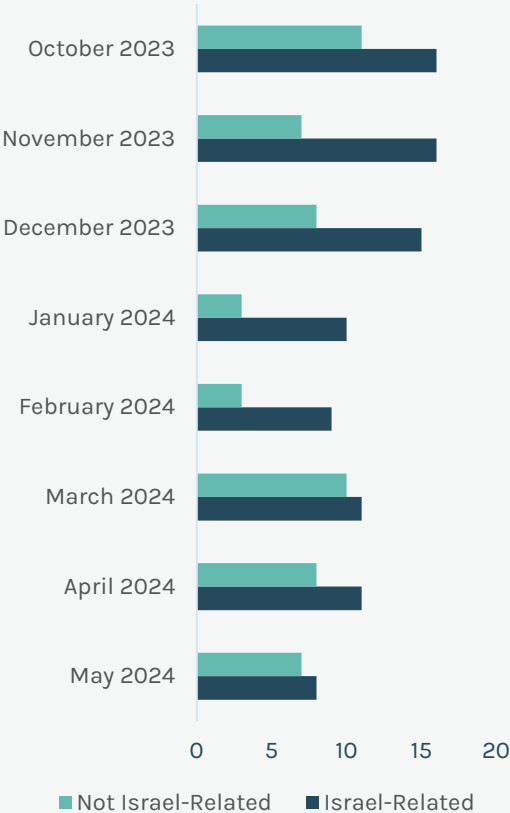
N=47

Organizations that experienced an increase in fundraising saw this surge immediately following the events of October 7. Despite notable fluctuations in philanthropic income, there is a clear trend of increases, stabilizing by spring 2024. October through December 2023, as well as March 2024, experienced the highest increases, while January and February 2024 experienced the lowest, reflecting varying economic conditions and donor behavior linked to seasonal giving.

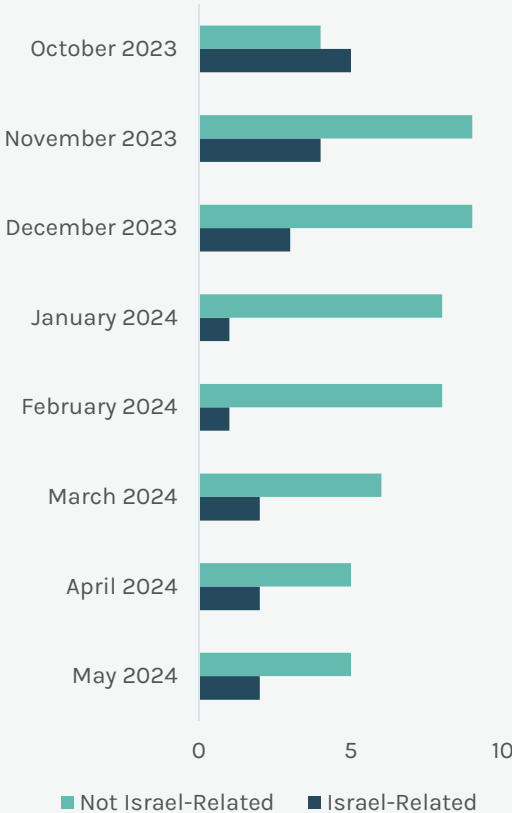
ISRAEL-RELATED ORGANIZATIONS REPORTED GREATER OVERALL PHILANTHROPIC INCOME

From October 2023 to May 2024, Israel-related organizations consistently reported more frequent increases and fewer decreases in philanthropic income compared to non-Israel-related organizations. In November and December 2023, the data indicates that donors gave less to non-Israel-related organizations while they invested more in Israel-related organizations. Giving equity between organization types leveled out in spring 2024, suggesting more stability and widespread growth in philanthropic income.

ORGANIZATIONS REPORTING AN INCREASE IN PHILANTHROPIC INCOME, BY MONTH AND MISSION

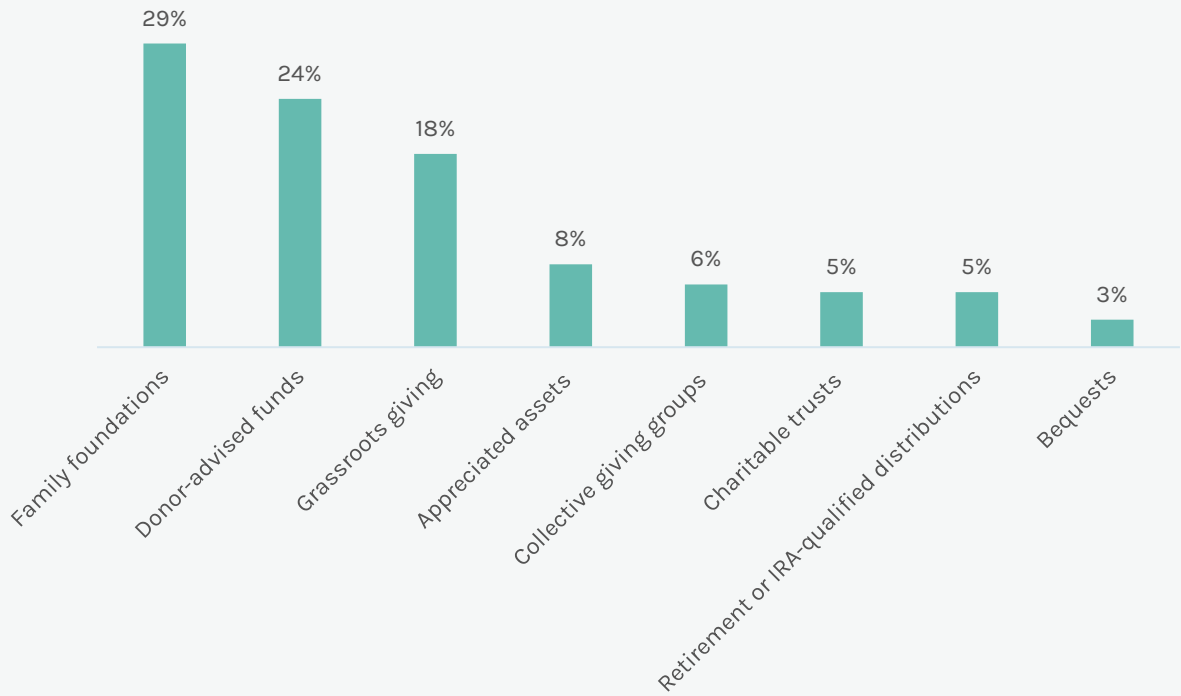


ORGANIZATIONS REPORTING A DECREASE IN PHILANTHROPIC INCOME, BY MONTH AND MISSION



DONORS RESPONDED WITH A DIVERSE ARRAY OF GIFT TYPES

ORGANIZATIONS SAW AN INCREASE ACROSS THE FOLLOWING GIFT SOURCES

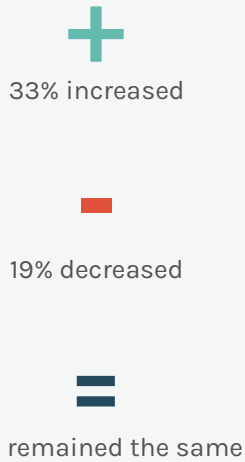


N=41

Sources of increased funding for organizations varied widely. Family foundations led the way, with 29% of organizations reporting increases from this source. Donor-advised funds follow at 24% and grassroots giving (e.g., peer-supported online giving) at 18%, indicating that these sources were particularly responsive and robust. The diversity of funding sources suggests that organizations are benefiting from a broad base of donor types, which may bolster resilience and long-term sustainability. The data also reveals an opportunity for increased gift planning among respondents, with untapped potential resting in retirement and bequest giving.

MOST DONORS SHOWED CONSISTENT OR ELEVATED METHODS OF SUPPORT

CHANGES IN UNRESTRICTED FUNDING SINCE OCTOBER 7

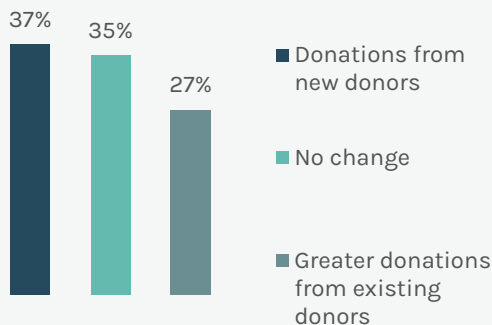


N=48

Four out of five (81%) organizations reported steady or increased unrestricted funding, indicating a cautiously optimistic outlook for donor flexibility. Notably, organizations with Israel-related missions experienced a significantly higher increase in unrestricted funding compared to their counterparts, with 52% of these organizations seeing an increase versus 19% for those with non-Israel-related missions. This disparity underscores enhanced donor support and engagement with Israel-related missions.

CHANGES IN CRISIS-RELATED* FUNDING

* As identified by respondents



N=62

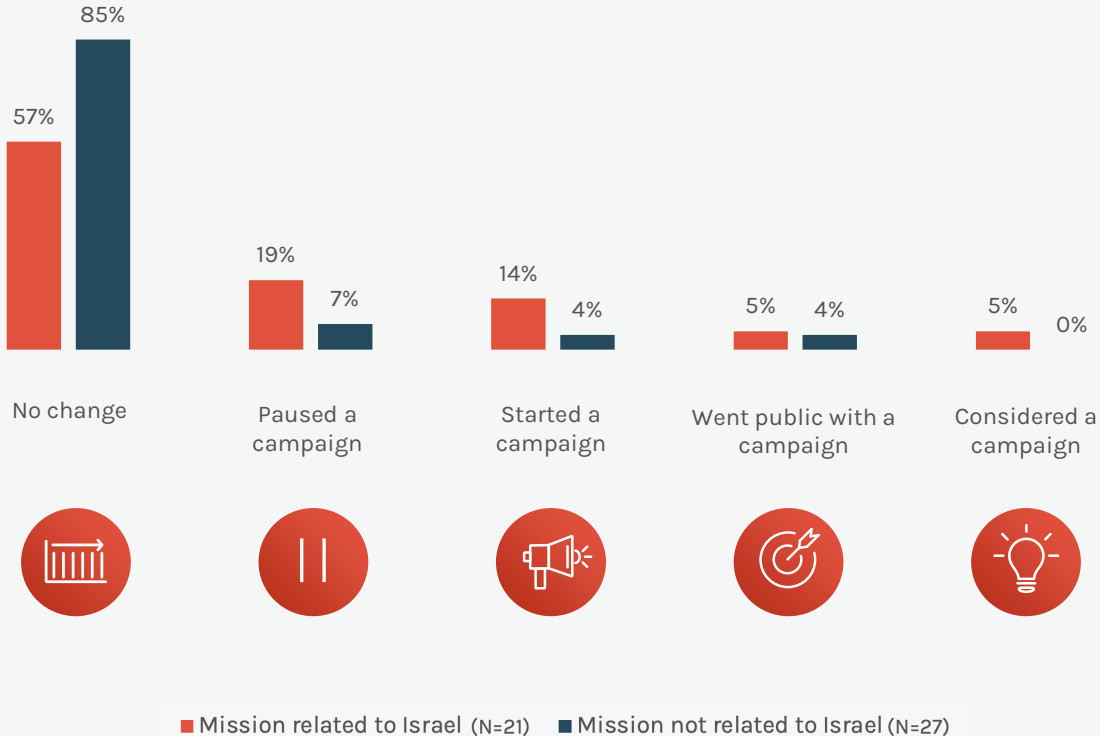
Two thirds (67%) of organizations whose missions are not directly related to Israel (e.g., synagogues) experienced no change in crisis-related funding. Contrarily, only 19% of organizations with related missions experienced no change.



STRATEGIC ADJUSTMENTS

CAMPAIGN STRATEGY REMAINED CONSISTENT, WITH FAVORABLE ADJUSTMENTS

ORGANIZATIONS MADE THE FOLLOWING CHANGES REGARDING FUNDRAISING CAMPAIGNS SINCE OCTOBER 7

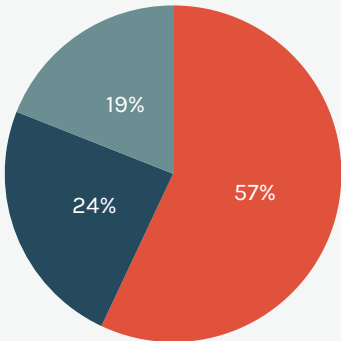


Overall, most organizations did not change their approach to campaigning. A majority of non-Israel-related organizations (85%) reported no change in their campaigns, compared to 57% of Israel-related organizations. Israel-related missions were more active in adjusting their strategies, with 43% making a shift. In contrast, only 0-7% of non-Israel-related organizations took action. This suggests that Israel-related organizations, likely with the support of their boards, were more proactive and adaptive in their fundraising efforts during this period.

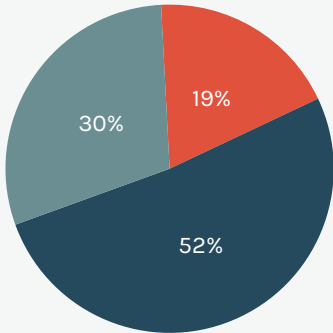
ANNUAL FUND SUPPORT TRENDED POSITIVE BUT VARIED BASED ON MISSION

CHANGES TO ANNUAL FUND

Mission related to Israel (N=21)



Mission not related to Israel (N=27)



■ Saw an increase in support ■ Saw no change in support ■ Saw a decrease in support

A substantial 57% of organizations with Israel-related missions saw an increase in annual fund support, compared to 19% of those who have non-Israel-related missions. Meanwhile, 52% of non-Israel-related organizations experienced no change, and 30% saw a decrease in support. In contrast, 24% of Israel-related organizations saw no change, and only 19% reported a decrease. These findings indicate that Israel-related organizations experienced stronger and more positive donor engagement, leading to better outcomes in their annual funds.



ORGANIZATIONS MET THE MOMENT WITH CHANGES TO THEIR STRATEGY

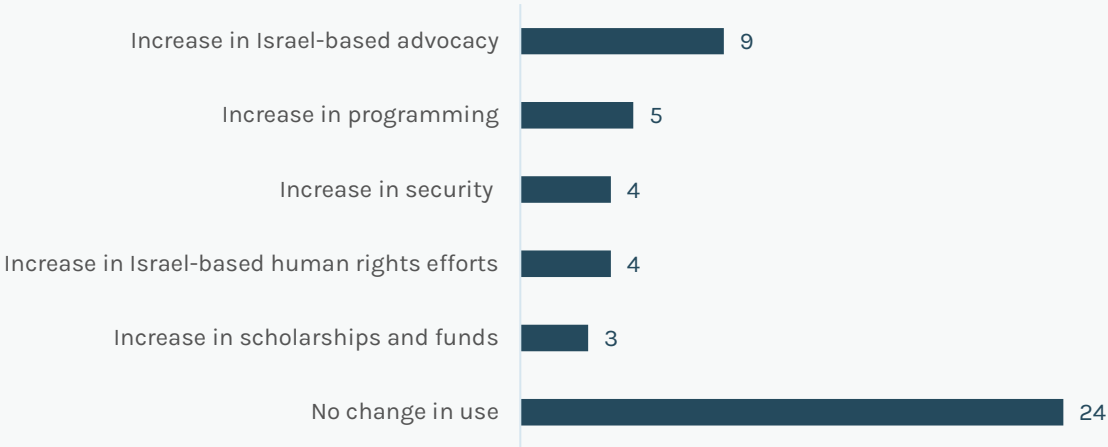
NEW COLLABORATIONS

Two-thirds of respondents reported new collaborations with other organizations (e.g., Jewish federations, Hillel centers) and community members since October 7.



N=30

CHANGES IN THE USE OF PHILANTHROPIC DOLLARS SINCE OCTOBER 7



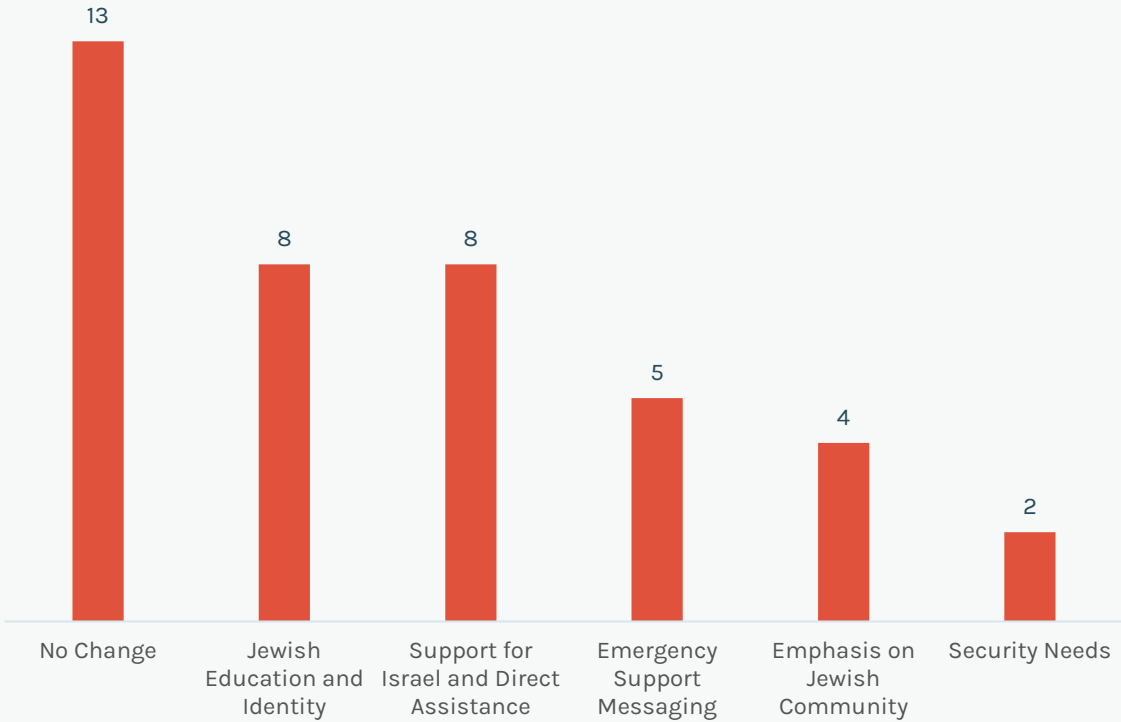
N=49

The majority of organizations that reported no change in the use of philanthropic dollars included federations (seven), Jewish human service agencies (four), and synagogues (four). Those who reported an increase in funding for Israel-based advocacy included four synagogues and two federations. Respondents also believe donors are compelled by the call to ensure the safety and security of their Jewish institutions.

ORGANIZATIONS TOOK A TAILORED APPROACH TO ADJUSTING THEIR MESSAGING

Organizations closely related to Israel were more likely to shift their case for support (78%), and most focused on support for Israel and direct assistance (28%). Two out of every five (41%) organizations whose missions are unrelated to Israel did not change their case for support, though existing changes predominantly focused on Jewish identity and community. As one synagogue noted, "We emphasized the importance of a Jewish education and developing a connection to and understanding of Israel."

CHANGES IN CASE FOR SUPPORT



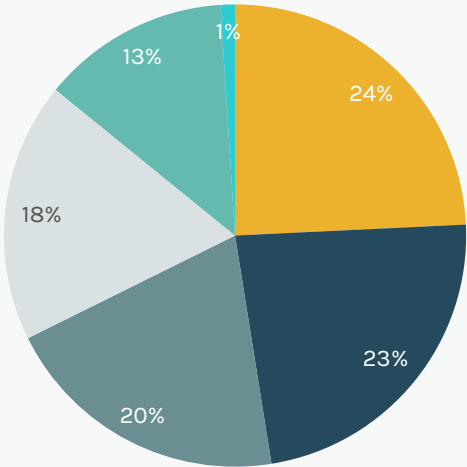
N=40



LOOKING AHEAD

ISSUES OF CONCERN

MOST IMPORTANT ISSUES TO DONORS



- Supporting Israel
- Combatting antisemitism
- Ensuring the security of Jewish institutions
- Addressing campus antisemitism and anti-Zionism
- Enriching Jewish life
- Jewish youth education

N=49

Most respondents agree that supporting Israel and combatting antisemitism are currently the most important issues to donors. Respondents could choose multiple issues of concern.



LOOKING AHEAD, STRATEGIES AND FUNDING ARE EXPECTED TO ADJUST

METHODS TO MAINTAIN FUNDRAISING MOMENTUM



N=28

Organizations are employing several strategies to sustain their fundraising efforts in the current environment. The most common approach, utilized by 25% of respondents, includes tailored messaging and communication. This strategy was employed by one Jewish day school: “We are engaging new donors by bringing them into the school and connecting them with our students so we can continue to make the case and demonstrate our impact.”

PROJECTED CHANGES IN GIVING IF THE ISRAEL-HAMAS CONFLICT CONTINUES



N=48

Over three-quarters (77%) of organizations project that giving will increase or remain the same if the Israel-Hamas conflict continues.



CONCLUSION

KEY RECOMMENDATIONS

ONE | ENGAGE YOUR MAJOR DONORS

Now is the time to inspire your deepest supporters. Prioritize engagement opportunities and communications with major donors, ensuring both their immediate support as well as their lasting commitment to your mission.

TWO | RENEW YOUR CASE FOR SUPPORT

Top reported donor priorities included supporting Israel, combating antisemitism, and ensuring security at Jewish institutions. To effectively engage with donors and align with their interests, consider integrating these and other concerns closely related to your unique mission into your case for support.

THREE | LEVERAGE YOUR BOARD

Engaging board members in fundraising activities is important for institutional success. Studies have shown that active board participation significantly increases the likelihood of meeting fundraising goals.

FOUR | TAP INTO GIFT PLANNING

Gift planning is crucial for nonprofits, with bequests representing 7-9% of total donations over the past 40 years, according to Giving USA. With an aging donor base and legacy gift opportunities for Jewish organizations and synagogues, integrating planned giving into fundraising can boost revenue and deepen donor relationships.



CLOSING REMARKS

MESSAGES FROM YOUR PEERS

Across the sector, your peers have a message of hope, resolve, and community.

“We have a once in a lifetime chance to change the **sense of devotion** to synagogue life.”

“**Don't be afraid to ask** because you think that only Israel causes are worthy now. Keeping our local communities strong is more important than ever. **Think of it as additive support.**”

“Let's stick together and **continue working hard.**
Am Yisroel Chai!!!”

“It is not an easy time, but **we are resilient people** and will get through this!”

“While this continues to be a most challenging time, it is also an **opportunity to encourage our communities** of the importance of fortifying our Jewish spaces.”

“Stay **strong** and stay **safe.**”

ABOUT CCS

For over 76 years, CCS Fundraising has empowered many of the world's greatest nonprofit organizations to advance some of the most important causes in history. As leading consulting experts in campaign and development strategy, we plan and implement fundraising initiatives to help organizations make a bigger impact—locally, nationally, and globally.

Members of the CCS team are highly experienced and knowledgeable across sectors, disciplines, and regions. Our unique, customized approach provides each nonprofit partner with dedicated professionals who help mission-driven organizations meet their most pressing challenges and achieve their most ambitious goals. While the results of our work are immediate, our impact is enduring.



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