



Jewish Federation of Greater Pittsburgh
**CORPORATE SPONSORSHIP
PROGRAM**



Jewish Federation
OF GREATER PITTSBURGH

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The Jewish Federation of Greater Pittsburgh changes lives in Pittsburgh and around the world by bringing people together through philanthropy and volunteerism.

The Jewish Federation of Greater Pittsburgh, a community organization for more than a century, convenes and raises funds for Pittsburgh's thriving community of 56,000 individuals—with many households including both Jews and non-Jews—and for organizations and agencies locally, in Israel and around the world. We are one of the most trusted names in local and national philanthropy. The Jewish Federation's giving societies and interest-specific divisions provide our community with numerous opportunities for engagement. Partnering with the Federation provides our corporate sponsors with exposure and access to our community, while promoting strategic alliances between our supporters and your brand.

As the central fundraising agency for the Pittsburgh Jewish community, the Jewish Federation is the one place where philanthropy, volunteerism and a shared commitment to make a difference in the community and the world come together. Whether caring for people in need or nurturing and sustaining Jewish identity for future generations, the Jewish Federation brings the Pittsburgh Jewish community together as one. As a community, we develop innovative responses to critical, often life-threatening issues—where anyone who needs help can get it and where an energized Jewish community grows and celebrates.

Through our vast network of services, programs and emergency aid campaigns, the Jewish Federation of Greater Pittsburgh helps millions of people. With funds raised each year through community events, phoning, outreach, mailings and personal Jewish conversations, the Jewish Federation supports organizations devoted to helping Jews enhance or rebuild their lives in Pittsburgh and around the world.

WHY PARTNER WITH US

Corporate social responsibility is more than just a consideration in the shopping aisle. It's now woven into the very fabric of how global consumers lead their lives.

Past sponsors include

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Jewish Federation of Greater Pittsburgh is the largest single Jewish fundraising agency in Western Pennsylvania with close to 4,000 donors giving more than \$13 million annually

Corporations, foundations and government sources contribute additional money totaling over \$40 million annually. Our Jewish Community Foundation holds over \$260 million under management.

- Donors to the Jewish Federation of Greater Pittsburgh are involved across the region as business leaders, political officials and philanthropists.
- Jewish households in Greater Pittsburgh have a median income of more than \$75,000, 50% higher than the median income in the region.
- Nearly 20% of all Jewish households in Pittsburgh earn more than \$150,000 per year.
- Pittsburgh's Jewish population is highly educated, both relative to the overall American population and to the US Jewish population. 56% of Jewish adults in Pittsburgh have earned a graduate or professional degree.
- In the last 15 years, the Jewish population of Pittsburgh has grown by 17%, while the general population in the same area has only grown by 2% overall.

(Source: Jewish Community Study, Cohen Center for Modern Jewish Studies at Brandeis University, 2018.)

CONNECT TO A COMMUNITY THAT CARES CONNECT TO A CAUSE THAT MATTERS

Social impact cause-related marketing is the new standard for corporations:

91% of consumers want to see companies support worthy social issues

90% of consumers are likely to switch to your product or service when you involve a cause or issue in your marketing message

74% of consumers are more likely to recommend your product or service to others if you are committed to a social cause

(Source: Cone Corporate Citizen Study 2015)

CONNECT TO CONTACTS THAT COUNT

- Our donors are sophisticated individuals waiting to hear your message; many have high net worth including affluent business, financial, legal, and medical professionals.
- Our donors place high value on good citizenship and support businesses that support values and ideals similar to their own.
- We are able to identify the target audience that best meets your goals and objectives.

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