



NCEJ funds programs worldwide that are geared towards people who do not identify as Jewish, to engage, educate, and help connect them with Judaism. We fund programs that help individuals and families establish a Jewish identity and create a Jewish home. We only reimburse for expenses that are **directly** related to the content of the program we are funding. We do not cover the entire costs of a program.

WHAT WE FUND

We fund a variety of advertising and program materials, as well as some types of staff support, for virtual and other types of programs sponsored by established Jewish nonprofit groups.

Marketing

NCEJ reimburses for some of the costs for graphic design and printing. We reimburse for the costs for email marketing campaigns directly attributable to a specific program. Examples of promotional material we fund include:

- Print and digital ads
- Banners
- Postcards
- Brochures
- Flyers
- Posters

Program Materials

We cover a wide variety of program materials, including:

- Activity kits
- Food related to program content
- "How-to" booklets
- Books to be used solely for students registered for class
- Arts and craft supplies
- Ritual-related items (i.e. candlesticks, mezuzahs)

Staff Support

In some cases, we provide partial reimbursement for program coordinators, speaker honorarium, and facilitators.

Other

Examples of items that may be covered include room rental, security, and curriculum development (for funded programs only).

WHAT WE DO NOT FUND

- Programs geared only to an institution's members or solely a Jewish audience
- Programs that have already started
- Tuition assistance or grants to individuals
- Home-based programs
- Festivals (i.e. food or film) and conferences
- Food expenses unrelated to program content
- Operating expenses (both brick and mortar and virtual)
- Software subscriptions / Hardware
- Services for the community at large