



ChiTribe 2024 Campaign for Sustainability:

Transforming Jewish Life in Chicago

Campaign Goal: \$250,000

Save ChiTribe. ChiTribe stands at the forefront of redefining Jewish life in Chicago. The mission is to create a vibrant, inclusive community by helping Chicagoland “Find Their Tribe With-In A Tribe”. Founded in 2018, ChiTribe continues to serve as the central hub for Jewish connectivity, simplifying access to Jewish life through one central calendar hosting all the Jewish events. Through the robust website, the ChiTribe App, and weekly customized emails to over 3000 young adults weekly, creates 200,000 impressions annually. This means thousands of individuals are taking advantage of ChiTribe resources because they are easily accessible and optimized for the internet generation. In the past 5 years, ChiTribe has become the “Start Here” of Jewish Chicago. Through ChiTribe programs and partnerships, over 5,000 individuals from ages 21-50 annually participate in ChiTribe in-person programming. ChiTribe has identified important gaps in the community including LGBTQIA+ Jews, adults over the age of 35, and Jews living across the Chicago suburbs. Every program is low barrier to entry with the goal of curating future Jewish experiences with other organizations throughout the city and the suburbs. ChiTribe digital marketing is incredibly successful and influential on the young adult community. However, to continue our vital work and expand our impact, we urgently need your support.

Why Now?

ChiTribe is at a critical juncture. We will not be able to operate anymore if we do not receive significant funding to continue this important work. ChiTribe employs unique technology and is committed to elevating the work of all Jewish organizations. Our current budget of \$15,000 is insufficient to sustain our operations and expand our reach. Our goal is to raise \$250,000 in the next 6 months (by August of 2024) through charitable donations. As this initiative started as a grassroots effort to fill the gaps in Jewish Chicago, our staff is unpaid. Our Executive Director has committed more than 30 hours a week for 5 years for a nominal stipend. Without the volunteers and interns we have empowered, none of the marketing efforts, partnerships, nor events would be possible. As of 2024, we have decided that this model can no longer continue. We were fortunate to receive a capacity grant from UpStart to identify our pain points and areas of growth. The report has identified the important steps to move forward, but none of this can be done without large seed funding. With the funding we are seeking, we will be able to hire full time staff, launch a new annual B2B membership model for Jewish organizations, and engage thousands of unaffiliated Jewish individuals. ChiTribe is providing essential marketing support and visibility for all Jewish organizations and businesses. This campaign will ensure the continued success and growth of Chicagoland’s greatest resource for Jewish life. Without ChiTribe, the community at large will suffer.

Levels of Giving

- Visionary: \$50,000
- Innovator: \$20,000
- Pioneer: \$10,000
- Leader: \$5,000
- Supporter: \$2,500

Choose your level of support:

Your support will help us:

- Hire full time ChiTribe staff
- Continue to innovate Jewish life through advanced technology
- Enhance Jewish Connectivity by expanding the central calendar
- Secure B2B memberships with Jewish organizational partners for strategic marketing support and beyond
- Scale ChiTribe operations statewide, and nationally

312-625-0858

www.ChiTribe.org/Support

ChiTribe Testimonials from the Community: Help Save ChiTribe

"ChiTribe's Shabbat Clusters introduced us to our first couple friends in the city. It's been a low-key, wonderful way to celebrate Shabbat and meet new people. We're grateful for the connections we've made." - Shana and Adam

"During the pandemic, when loneliness was at its peak, ChiTribe's virtual events were a lifeline. Their weekly Shabbat dinners and game nights brought warmth and community into my home. I've made friends and found a sense of belonging thanks to their efforts." - Kim K.

"I was new to the city and anxious about making connections. ChiTribe not only provided a calendar full of events but also a welcoming community. Through ChiTribe, I've met my closest friends and feel truly integrated into Chicago's Jewish life." - Ellie S.

"As someone who grew up Orthodox, I struggled to find a Jewish community that fit my social and cultural needs. ChiTribe bridged that gap, offering me new connections and experiences beyond the traditional religious setting." - Yisroel E.

"Finding community and Jewish connections in the suburbs has always been a challenge. ChiTribe's efforts to expand and implement new programs locally mean the world to those of us looking for meaningful engagement without the commute." - Aaron T.

"ChiTribe is breaking down barriers for those of us in our 30s and 40s, creating spaces where we feel seen and valued. Their dedication to inclusivity and diversity in programming is why I'm excited to be more involved." - Marla B.

"The thought of losing ChiTribe is unthinkable. It would not just be a loss of events, but a loss of a community that encourages us to step out of our comfort zones and connect with others over our shared heritage." - Samantha D.

"ChiTribe's innovative approach to Jewish community building, from their app to diverse events, has kept me engaged and inspired. They're always looking to improve and expand, which speaks volumes about their commitment to our community." - Alex R.

