

# Jewish Council on Urban Affairs

Strategic Plan Overview | 2019 – 2022



## Mission

To combat poverty, racism, and antisemitism in partnership with Chicago's diverse communities.

## Vision

JCUA seeks to transform Chicago into an equitable city free of antisemitism, racism, and poverty by organizing the Jewish community as a powerful, leading voice for social justice.

## Values

### Justice

*Justice, Justice, You Shall Pursue.* This prophetic message is carried forward and acted upon through JCUA's work. As Jews we are called upon to take action through the pursuit of justice.

### Judaism

JCUA's work is driven by our faith tradition and the history of the Jewish people. We remember that we have been strangers, and that the Jewish community's own history of oppression compels us to stand with all people who face oppression today.

### Partnership

JCUA builds relationships both within and outside the Jewish community to urge people to action, organizing in coalition with communities that face systemic marginalization.

### Systemic Change

JCUA's work is directed at the root causes of social injustices, rather than the results or consequences of the systems that perpetuate them.

### Collective Responsibility

Our tradition teaches that all Jews are responsible for one another. JCUA interprets this teaching as a call to action. We are all connected to each other, particularly in our own city; we have a responsibility to create a just world for everyone in it.

### Racial Equity

JCUA is committed to an anti-racism framework that moves racial equity to the forefront of our work.

## Strategic Pillars & Goals

### Organizational Identity

- Pursue racial equity as a critical approach for work at all levels of JCUA.
- Establish how JCUA intentionally works to combat antisemitism and follow through on that work.

### Growth and Reach/Visibility

- Stabilize and increase our financial resources by 16.5% over the next 4 years to bring our operating budget to \$1.25 million.
- Champion JCUA's work and unique contribution by increasing the visibility of JCUA within the Jewish community and the Chicago area.
- Communicate JCUA's impact to all its constituencies.
- Grow CVP to \$1 million and better connect it to JCUA's mission and organizing work.
- Expand JCUA's organizing initiatives to allow for active work on more issues.

### Engagement

- Create an equitable and inclusive process for onboarding new members to establish a positive membership experience.
- Increase the number of members to 2200 and the number who engage with our work to 550.
- Increase the number of congregation partners to 18 active, engaged partners who operate through an organizing model.
- Stabilize and grow youth leadership programming with a steady enrollment of at least 20 youth each academic year.

### Leadership

- Implement JCUA's Leadership Development Model
- Strengthen the ability of JCUA's board to be champions of our work and mission
- Actively support the growth and development of all JCUA staff members.