CONFRONTING THE CORONAVIRUS CRISIS
WE’RE ALL IN

With the coronavirus pandemic, our community faces its greatest crisis since the 1906 earthquake and fire. Socially and economically, Bay Area Jewish institutions have been hit hard.

Despite the unimaginable disruption, someone has to keep our community informed. Someone has to sustain our collective sense of community. Someone has to tell our stories.

J. is up to the task. It’s what we do.

In a flash, the pandemic upended normal newsroom procedures. Figuring out overnight how to run a newspaper remotely, J. reporters fanned out to bring you these essential stories, including:

- Jewish Federations launching emergency funds.
- Hebrew Free Loan coping with more than $1 million in emergency loan requests.
- Local Jewish senior residences issuing a desperate plea for personal protective equipment.
- How volunteers from across the region are stepping up to help those in need.

We always considered ourselves a Jewish community hub. Now, we are proving it, with continuous coronavirus stories and alerts. Despite a drop in ad revenue, we continue to publish a print edition, as this is the only way some readers, especially homebound seniors, obtain their Jewish news.

For 125 years, we have covered this extraordinary Jewish community. We have played a key role in chronicling its history, but our work has never been more important than it is right now.

These are hard times. Resources are growing scarce, but increased financial support of J. is critical at this time. It’s the only way we’ll be able to stay on the beat and tell our community’s stories.

As the primary source of Jewish news, events, information, people, and milestones, it is essential that J. remains viable. With the projected loss of earned revenue and no endowment, incremental funding during this crisis is crucial to J.’s ability to remain the ‘go to’ news source for the Bay Area Jewish Community.

We must persevere, but we can only do that if you help us now with your generous gift.

Please donate to J. today

Make your tax-deductible gift at jweekly.com/donate or call 415.796.0227

Thank you for your support.