



Exploring the Jewish Community of Richmond, VA

Case Study

The Challenge

In order to better achieve their goals and fulfill their missions, the leaders of the Jewish Community Federation of Richmond [JCFR] and the Richmond Jewish Foundation [RJF] wanted to deepen their understanding of the Jewish community they serve. To accomplish this, The Melior Group was engaged to conduct a comprehensive, impartial and reliable study of the community. The research goals were as follows:

- To assess the community's knowledge of JCFR and RJF
- To better understand the needs and interests of Jewish community members
- To better understand the make-up of the community
- To describe the philanthropic mindset of the community and JCFR's and RJF's position within it

The Process

The Melior Group began with exploring the community via qualitative research, including in-person interviews of community stakeholders and major donors, as well as a focus group of adults "unconnected" to the Jewish community. With vital information from people who were both engaged and unengaged in the Jewish community, Melior conducted an online survey to obtain meaningful data about the Richmond Jewish community.

The Outcome

The research provided important information related to each research question, including both strengths and challenges. Armed with the study results, JCFR and RJF, along with the institutions they support, are better positioned to meet the challenges of the future and ensure the health and vibrancy of the Jewish community of Richmond for many years to come.

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