

A REPORT ON MLK DAY OF SERVICE 2024

Prepared for Richard Kay and the Himan Brown Charitable Trust
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The Impact of Your Vision and Generosity

As we gratefully report on our eighth annual Martin Luther King Day of Service, we express our deepest thanks to the Himan Brown Charitable Trust for its generosity and steadfast support of this transformative event. Through these troubling times, when the world feels so fractured, our hearts swell with joy at the number of people who came together to honor the legacy of Martin Luther King Jr., united to create a better world.

This year the Trust's generosity allowed us to engage **more than 8,291 volunteers in our community through 73 unique programs with 34 partners**, significantly surpassing last year's participation. These programs took place all across our broad catchment area: 29 in Brooklyn, 15 in Manhattan, 9 in Queens, 9 in the Bronx, 9 in Westchester, 9 on Long Island, and 1 on Staten Island. Programs revolved around key issues like food insecurity, migrant communities, social isolation and companionship, and climate and sustainability.

Volunteers joined together to:

- Package **79,655** pounds of food
- Serve **35,619** hungry and unhoused people
- Assemble **31,108** hygiene and blizzard kits
- Collect **9,200** pounds of winter clothing
- Uplift **2,253** seniors
- Work alongside **118** interfaith communities

On this inspiring day, our Jewish values were fully and lovingly expressed to a broad spectrum of communities, which importantly, throughout these difficult days, spoke volumes about the Jewish community.

A Focus on Repair the World

Through the generosity of the Himan Brown Charitable Trust, UJA and Repair the World share a close working relationship, especially through the MLK Day of Service. This year, through Repair the World's MLK Weekend of Service, **1,809 people participated in 2,726 acts of service and learning, totaling more than 4,221 hours.** Eight key local and state leaders served as well, including NY Attorney General Letitia James, Congressman Jerry Nadler, NY State Human Rights Commissioner Maria Imperial, CEO of Hunger Free America Joel Berg, and several other New York State and City Assembly members.

Volunteers joined together throughout five days of programming and:

- Served alongside 68 service, Jewish, and community partners
- Facilitated 61 programs across 22 locations and 3 boroughs
- Packaged 14,650 hygiene kits, 450 warm care kits, and 450 baby care kits for arriving migrants and asylum seekers
- Directly distributed warm clothing to 238 arriving migrants
- Built a cooking station for recently arrived migrants
- Painted 2 community murals for youth at a Harlem NYCHA facility
- Cleaned and organized 8 community and partner spaces, including two food pantries and three urban farms
- Churned 24 cubic feet of compost and cultivated 5 tree beds

Through the MLK Weekend of Service 2024, the New York Repair the World chapter mobilized Jewish and broader communities to show up and take action, especially in support of the tens of thousands of recently arrived migrants and asylum seekers across New York City. Participants reflected on and shared the values and stories that inspired them to give back, ultimately demonstrating that we are stronger together when united through service. Repair the World also partnered with T'kiya and other Jewish song leaders to center and amplify Jewish joy and ritual.

Images from MLK Day of Service 2024

We offered opportunities and experiences that covered a wide variety of important needs, and people across the community united in the joy and gratitude of being able to contribute their time and effort to such meaningful activities.







Media Coverage

Media coverage for MLK Day of Service 2024 spanned traditional and social media channels and ran before and after the events.

Pre-MLK coverage included online stories in:

- Time Out
- BK Reader
- Westchester Family
- Riverdale Press
- Queens Chronicle
- JNS Jewish New Syndicate
- Cleveland Jewish News (syndication of JNS)
- Detroit Jewish News (syndication of JNS)
- New York Jewish Week/JTA

Post-MLK Day coverage included online coverage on:

- CBS New York – Meyerson JCC
- NY1 – Meyerson JCC
- eJewish Philanthropy – Met Council
- Riverdale Press – Riverdale Y

It also includes broadcast coverage on:

- NY1 – Meyerson JCC
- News 12 Long Island – Temple Beth-El of Great Neck
- News 12 Long Island – Suffolk Y JCC
- 1010 WINS – General announcement of UJA's programs

- News 12 Brooklyn – Marks JCH of Bensonhurst & Shorefront Y
- News 12 Westchester – JCC on Hudson
- PIX11 – Met Council
- FOX 5 NY – Washington Heights

On social media, we posted to UJA’s Instagram page (with 24,200 followers) three times throughout the day with morning, afternoon, and wrap-up posts. All posts were cross-shared to Twitter/X, Facebook, LinkedIn, and Threads, totaling more than 114,000 followers.

Thank You

During these difficult and divisive days, it’s more critical than ever to show up as a community by proudly demonstrating our sacred Jewish values of tikkun olam and service to those less fortunate. This day of unity, made possible by the longstanding generosity of the Himan Brown Charitable Trust, will have immeasurable impact. Impact on the volunteers, both returning and new, who will make social action and giving back part of their lives, and, of course, the thousands of people whose lives were touched through this meaningful day.

We remain deeply grateful for our continuing partnership with the Himan Brown Charitable Trust, and we thank you for giving UJA, our incredible nonprofit partners, and the thousands of individuals and families — both volunteers and recipients — the opportunity to honor the legacy of Dr. Martin Luther King Jr. in this powerful way.

