Impact Report

January 2023 - December 2023



Australian Jewish Fertility Network





We are beyond grateful to announce our little blessing will be joining us in May. Thank you for all your support through our journey we are so grateful for the support and kindness the AJFN has shown us ~ AJFN Beneficiary



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A Message From Our Chair

Looking back at AJFN's 2023, two things stand out; **monumental growth** and the **unwavering spirit** of our community.

One in 17 children born in Australia today owe their existence to assisted reproductive technology, a stark reminder that infertility touches so many lives. Now, more than ever, with the challenges facing Am Yisrael, AJFN's role in supporting our community to build the next generation is paramount. We will continue to walk alongside those struggling to conceive, offering them a hand, a shoulder, and most importantly, a village.

This year saw AJFN blossom, ready to usher in a new chapter. Our first full year with Justine as our inaugural full time CEO, building beautifully upon our visionary Founder Shterny Dadon's legacy. And what a whirlwind it has been! With all the darkness in our world at this time, it is an absolute privilege to be part of creating light for our community.

We faced another huge surge in demand for our services, supporting over 160 enquiries on top of the previous year's 300% growth. This challenged us yet ignited our passion. It pushed us to innovate, to create new ways to connect with our village, both virtually, and face-to-face, across the country and the globe. We advocated and educated in the fertility space, hosted insightful webinars, organised heartwarming support groups and meaningful events, rekindling that feeling of belonging so unique to the AJFN experience.

2023 marked a historic milestone in our Strategic Plan: the launch of AJFN Melbourne! Our national expansion dream is taking root, embracing even more families on their journeys. We have grown our Professional Team, Board and volunteer network. We have also broadened our support and services, catering to a wider range of needs and encompassing all stages of the fertility journey.



This growth wouldn't be possible without you: our incredible families who bravely share their stories, our dedicated Board members who tirelessly guide us, and our generous donors, partners, volunteers and fundraisers who fuel our mission, together with our amazing professional team who bring the magic of AJFN to life.

On a personal note, this year held a profound significance. My husband and I were blessed and grateful to welcome our third little IVF miracle into our arms. This experience has deepened my appreciation of AJFN's crucial role in our community, the light it shines on a path that can be shrouded in shadows for so many – because whilst we cannot guarantee a happy ending for everyone's journey, we can guarantee you will never walk alone as part of our AJFN village.

Looking to the future, we know that at some point you, or someone you know, will need AJFN – for support, information, and community. One in six couples in Australia experience infertility, and the need for fertility treatment is even higher in our Jewish Community due to genetic factors. When an average IVF cycle costs \$10,000, with no guarantee of success and a rollercoaster of emotions and challenges along the way, many people simply cannot afford to keep trying, or sustain hope. Together, we are not just creating families, we are building our community, with a legacy of hope, resilience, and care. With your unwavering support, I look forward to the magic we can create together. Thank you from the bottom of my heart.

Kerry Gonski

AJFN Board Chair & Director

A Message From Our CEO

When the AJFN team sat down in December to collate this impact report it was hard to remember the time before October 7, 2023.

How could we focus on what we achieved this year when time seemed to stop on that day? How could we celebrate our achievements when so many have been killed or wounded, when 136 people are still held hostage in Gaza and Israel is at war?

Our official Melbourne launch events were planned to take place in October and our annual fundraiser was booked for early November. AJFN is 100% dependent on the funds that come in each year at these fundraising events - from your support. And while we knew the risk involved in postponing, in the wake of October 7th, it was impossible to proceed. Our hearts were too broken. So we made the very difficult decision to pause our fundraising, to consolidate our programming and to focus on the more than 60 families that we support each month who now in this time of extreme uncertainty needed us even more than ever.

Yet Jewish tradition teaches that it's important to live with joy even during times of tragedy and it is with this in mind that I am proud to share some of AJFN's highlights from 2023.

- February 2023 was our busiest month for enquiries with 20 families reaching out for support.
- May 2023 was our biggest month for grant giving and we gave away almost \$30,000 to support 11 families.
- May 2023 we joined the Inaugural Global Jewish Fertility Support Summit.
- June 2023 we commenced a complete website overall and will be launching our new website early in 2024.
- July 2023 we completed a comprehensive security audit to ensure that all our data was protected, we signed a corporate partnership with Melbourne IVF and City Fertility, Sydney.
- August 2023 we welcomed AJFN baby number 50
- September 2023 two new team members joined us in Melbourne.



 November 2023 we led a united social media statement in support of Israel from all Jewish fertility organisations (along with I Was Supposed to Have a Baby, Puah Fertility, The Malka Ella Fertility Fund, Nishmat Gefen Yoatzot Halacha Fertility Counselors, Keren Gefen, Small Wonders Toronto).

Regretfully, in 2023, we also farewelled two special members of our team - Danielle Salomon (Marketing and Communications Manager) and Robbie Clifford (Head of Community and Support). Both Dani and Robbie contributed enormously to the growth and development of AJFN and our success today is in part due to their contributions. They will always be part of the AJFN family.

It's been a year of unbelievable growth. We celebrate each milestone but we also acknowledge that now more than ever we need the help of each and every one of you to continue our efforts to bring more Jewish babies into the world and to ensure that no Jewish Australian ever feels alone on their fertility journey. While October 7th 2023 led us to feel a rupture; it also reminds us of the resilience and strength of the Jewish People. Alone we might feel very small but when we come together we can create more than miracles.

Justine Saidman

Chief Executive Officer







Our Vision

AJFN believes that no Jewish Australian should ever feel alone on their fertility journey.

Our Mission

For those Jewish Australians and their families struggling to achieve their dreams of having a baby, the AJFN is a beacon of hope, offering financial, emotional and spiritual support, as well as educational resources, and encouraging open and honest conversations about infertility within the community.

Our values

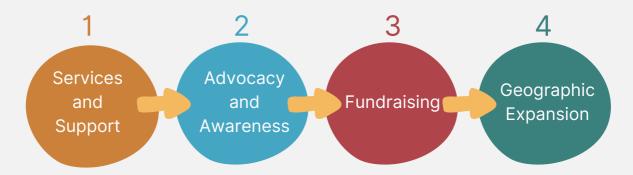
As a Jewish organisation, the AJFN is guided by Jewish values and tradition which support our brand values. At the heart of AJFN's work is the importance of Jewish continuity, an integral value now more than ever as we face the darkness in the world and replace it with the light of new Jewish life.



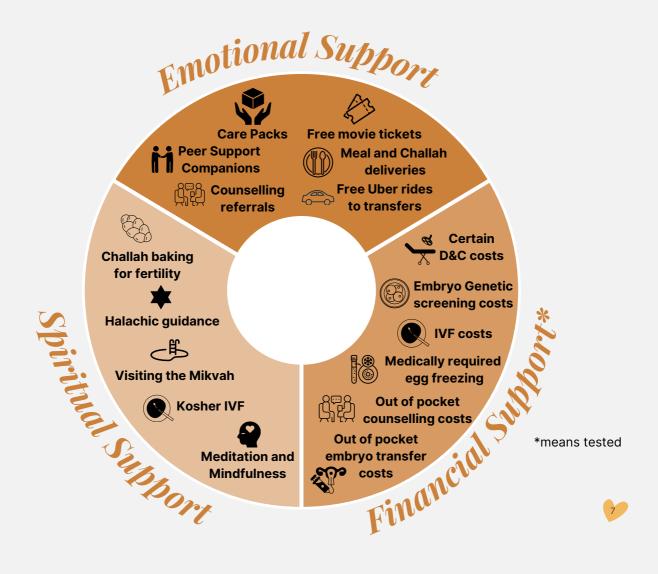
AJFN Brand Value	Jewish Value - English	Jewish Value - Hebrew	
Brave - we will push boundaries, we will relentlessly challenge the status quote and never give up.	Courage - the strength of the heart. We aren't afraid of doing what needs to be done even when it is complex and challenging.	Ometz Lev אמץ לב	
Genuine Care - we are accessible, nurturing and dependable. Together we are all part of the AJFN family. Whether you are a supporter or receiving our support, we always have your best interests at our core.	Courage - we care about others in a deep way based on the idea of loving your neighbour as yourself. Loving kindness - we actively seek opportunities to engage with others in a caring manner.	Rachamim רחמים Chesed Ton	
Knowledgeable - we are experts, trustworthy and competent. Knowledge is power and we believe in sharing it.	Insight - we seek to understand the complexity of infertility and share knowledge. We believe that sharing wisdom and insight helps build understanding and empowerment, fostering connection between people.	Bina בינה	
Community - we are powered by the community for the community.	Social Responsibility - we have a social responsibility to ensure that no Jewish Australian feels alone on their fertility journey and to help build the next generation.	Achrayut אחריוּת	
	Community Mindedness - we believe that we are here to support our Australian Jewish community.	Areyvut ערבות	

The Year in Review

The past year has been a pivotal one for AJFN and we were able to support more families than ever before. We cemented our initial phase of our three-year Strategic Plan and continued to build on our **Four Strategic Pillars**.



1. Services and Support



Highlights

Thanks to the generosity of our donors, partners, volunteers and fundraisers, we have been able to meet the exponential growth in demand for our services.

In 2023, we delivered 56 care packs and 31 Shabbat dinners. We supported over 65 families through 24 active trained Peer Support Companions and spent countless hours supporting families with visits, phone calls and texts.

2023 saw a 74% increase in the number of enquiries we received compared to 2022 and an 80% increase in the dollar value of the financial grants we awarded.

We know that everyone who comes to us for help dreams of announcing the birth of their miracle baby; however, this can sometimes take many years and a rollercoaster of ups and downs along the way. And for some, the miracle may never come. This is why our mission is so important: to support all Jewish Australians so that no one feels alone on their fertility journey, regardless of what that journey may look like.



65 Families supported



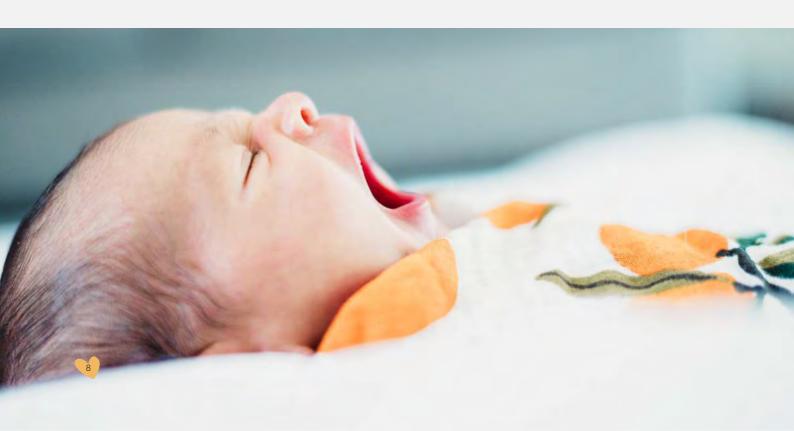
31 Shabbat meals delivered



56 Care packs delivered

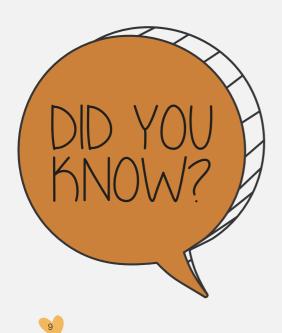


26 Peer support relationships formed



Key Numbers - 3 Year Comparison

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	2021	2022	2023
Total enquiries	31	92	160
Victorian enquiries	1	36	65
Shabbat meals delivered	16	36	31
Care packs delivered	23	34	56
Peer Support relationships formed	21	32	36
Babies born	6	5	11
Financial grants dollar value	\$88,977	\$88,015	\$159,049
Number of grants	29	39	61



It's about so much more than just financial assistance towards treatment costs.

On average it costs AJFN \$4,100 to provide wrap-around support to each family that enquires.

Peer Support Companion Training

Peer Support Companions are at the heart of AJFN. These dedicated volunteers have walked their own fertility journey and are ready and willing to lend a listening ear and helping hand to those going through a similar journey. Our AJFN Companion Program ensures that the Companions are continually upskilled in various mental health and practical approaches.

We are also lucky enough to have Dr Sarah Robuck (Clinical Psychologist) spearheading our Peer Support Program as a volunteer Mentor, overseeing the Program and giving her time to debrief all Companions whenever they need it.

To date, there are 24 volunteers in our Companion Network, 6 in Melbourne and 18 in Sydney. In 2023, we trained 10 new Peer Support Companions. In 2023, training included:

- 1. Two face-to-face group training sessions, sponsored by generous donors, were well attended. We held a third session on Zoom for those who could not make the face-to-face training and recorded these sessions for anyone who would like to refresh their training and for new Companions who have joined.
- 2. Mental Health First Aid training facilitated by Jewish Care in Sydney.

In 2023, we focused on diversifying our support. We now have Companions that represent the myriad of fertility challenges, including unexplained infertility, surrogacy, egg donors, egg recipients, sperm donors and IVF. We have also been able to support those experiencing miscarriage and stillbirth. Our support extends to all Jewish Australians.

Care Packs

In 2023, we expanded our regular support Care Packs with the help of the Kindness Circle and generous donors. We also diversified our Care Packs to include a Newborn and a Miscarriage and Loss Care Pack, launching in 2024.



Spiritual and Self-Care Offerings

We have focused on a holistic wellness approach and added mindfulness and massage to our Spiritual and Self-Care Support Offerings.

We have connected people with spiritual leaders and facilitated many mikvah visits and challah bakes for fertility, coinciding with two pregnancy announcements.

As part of our Educational and Spiritual Support Pillars, we hosted two mindfulness webinars with mindfulness coach Jodie Gien. Jodie guided us through the various meditation and mindfulness practices that are beneficial to know when going through a fertility journey. These resources will also be hosted within the Fertility Zone on our new website for anyone to learn more about at any time.



Mindfulness with Jodie Gien

2. Advocacy and Awareness

Highlights

One of AJFN's key objectives is to be a trusted and respected voice and knowledge source for infertility in our community. We believe that knowledge empowers those on their fertility journey, as well as their family, friends and the community.

AJFN aims to break the stigma associated with infertility by advocating on behalf of those struggling with infertility. AJFN is unrivalled in its determination to raise awareness about the prevalence of infertility by encouraging open and honest conversations on a topic that affects so many in our community.

Free educational and support events and webinars Panel discussions with fertility experts Fertility Zone on ajfn.org.au

Infertility Awareness Shabbat

A key pillar of our mission is spreading awareness around infertility and opening the conversation so that the topic is no longer taboo. In March 2023, we again partnered with Yesh Tikva for the eighth annual Infertility Awareness Shabbat, an international initiative to support the 1 in 6 in our community who are struggling (often in silence) with infertility.

In Sydney, AJFN hosted a sold-out Challah Bake at Central Synagogue where Gabbi Mitchell spoke of her fertility journey and the support of AJFN. We thank David Moses and the team from Horizon Habitat for sponsoring this event.

In Melbourne, Cindy Kree spoke at South Caulfield Synagogue about her fertility journey.

The community were invited to shine a light on infertility by lighting an extra Shabbat candle with a special infertility prayer written for AJFN by Rabbi Dr Benjamin Elton and Rabbi Dovy Rapoport for all those still waiting to build their families.

We are grateful to the many synagogues across Sydney and Melbourne who joined us to support Infertility Awareness Shabbat.



Infertility Awareness Shabbat 2023



Educational Webinars

As part of AJFN's Educational Pillar, in August 2023, we held a webinar focusing on Absolute Uterine Factor Infertility and the clinical trial run by the Sydney Royal Hospital for Women. The webinar featured Dr Rebecca Deans from the Royal Hospital for Women and Prue Craven, one of the recipients of a successful Uterus Transplant as part of the trial and is now expecting her miracle baby. The webinar drew 70 participants and kept AJFN at the forefront of the advancements in fertility-related treatments and education. We would like to thank Kim Leigh, volunteer and Chair of the AJFN

Collaboration with Kadimah Pods

Education Committee, for helping to assemble this

successful webinar.

In August 2023, AJFN was proud to partner with Kehillat Kadimah for an enlightening and inspiring event for young adults focused on fertility basics, reproductive health, and proactive family planning. IVF Australia's Dr Gavin Sacks spoke about hope, Dr Lesley Andrews talked about genetics and fertility, and Ronni Meyerson shared her personal story about the impact of the BRCA gene on her family. We thank Kehillat Kadimah Pods and Rabbi Dovy and Rivkah Rapoport for creating such an important event.

Website and Fertility Zone

After months of behind-the-scenes work in 2023, we look forward to launching our new and improved website in 2024. Amongst several new features, the new website will host the much anticipated Fertility Zone, generously funded by the Wolper Jewish Hospital Health Foundation. It will include articles, podcasts, videos and more from the latest in fertility in Australia and across the globe.



Absolute Uterine Factor Infertility Webinar



Young adults event with Kehillat Kadimah



3. Fundraising

Stevie's Swim

We had a special speaker, Gabbi Mitchell, at our 2023 Infertility Awareness Shabbat event. Gabbi and her husband Ari are recipients of AJFN's emotional support through their fertility journey.

At this event, Gabbi, who was pregnant at the time, after a long journey to this point, spoke of her IVF experience and AJFN's Support, along with her treasured AJFN Peer Support Companion, Leigh Goldberg. In April 2023, friends and family throughout Sydney, Texas and South Africa were gutted to hear the devastating news that Gabbi and Ari's long-awaited daughter, Stevie Dylan, was tragically born sleeping at 37 weeks.

This incredible couple turned their pain into purpose by launching Stevie's Swim, a fundraiser to honour and remember Stevie Dylan and highlight the grief surrounding pregnancy loss and stillbirth whilst raising money for AJFN to enhance Programs and Support around pregnancy grief and loss.

Throughout September 2023, Ari committed to swimming 185km in pools and oceans around Sydney, raising over \$140,000 for AJFN. Over 320 donors contributed to Stevie's Swim with messages of support from across the globe.

The funds raised from Stevie's Swim will be used in 2024 to develop a specialised Support Programme for Pregnancy Grief and Loss in the future, including; to provide specialised Care Packs for pregnancy loss, dedicated to Stevie, as well as the professional training of Peer Support Companions, along with a number of other new initiatives to provide 360 degree wrap-around support in this space.

We at AJFN are deeply moved by this remarkable couple's incredible courage and resilience. In the face of such adversity, they've shown unwavering strength, inspiring others who may be treading similar paths. Your bravery and compassion in supporting others amid your own struggles are truly commendable.

Thank you for entrusting AJFN with the privilege of accompanying you on this journey. Your trust means the world to us, and we are honoured to stand by your side, offering our unwavering support every step of the way.

Stevie's Swim in numbers



\$141,399



KM SWUM BY ARI 185KM



NUMBER OF PEOPLE WHO WATCHED STEVIE'S SWIM LAUNCH VIDEO 10 000 +



NUMBER OF DONORS
TO STEVIE'S SWIM



LIVES IMPACTED = COUNTLESS







4. Geographic Expansion

Highlights

In an exciting step forward for AJFN we officially launched in Melbourne in November 2023.

This is an enormous milestone in the history of the AJFN, as we have been gearing up for this as part of our Strategic Plan for the past three years. With 50% of AJFN enquiries coming from Melbourne in the last few months of 2023, the Melbourne Expansion ensures we can meet this growing demand for our services in Melbourne.

The launch was preceded by three successful trips by CEO, Justine Saidman, and Board Chair, Kerry Gonski, to meet with Melbourne community leaders, potential Founding and Strategic Partners and Board Directors.

As part of this new growth phase, we added two new Melbourne-based professional members to our team, two new Melbourne Board Directors and new Melbourne Peer Support Companions. We are also excited to announce new Melbourne Corporate and Community Partnerships.

CEO, Justine Saidman, Chair, Kerry Gonski, and Head of Community and Support, Robbie Clifford, also attended the 2023 LaunchPad leadership retreat with Australia Jewish Funders (AJF), further cementing AJFN within the Australian Jewish For Purpose space. We thank AJF for the chance to attend yet another inspirational event, learning from and forming bonds with other incredible Jewish For Purpose leaders.



New Melbourne Professional Team



Sarit Braver
Development and Engagement
Manager, Melbourne



Jessica CohenSupport Manager
Melbourne

New Melbourne Board Directors



Kate Mohr Board Director



Rebecca ZwierCompany Secretary
Board Director

New Melbourne Corporate Partnership

We are grateful to Melbourne IVF for joining us as our first Major Corporate Partner in Melbourne. We thank them for their generous support and look forward to a long-lasting relationship helping many Melbourne families through their fertility journeys.



Melbourne Peer Support Companions

In addition to new professional staff and Board Directors, several new volunteers and Melbourne-based Peer Support Companions have joined AJFN. We thank them for their commitment to our cause.

Partnerships with Melbourne Community Organisations

Part of our expansion into Melbourne has included forming partnerships with community organisations such as National Council, Australian Jewish Funders, Melbourne Jewish Charity Fund, Jewish Care Melbourne, various Mikvaot, Rabbis and spiritual leaders. We have also connected with community organisations with whom we will partner to provide meals and Challot to AJFN's support services beneficiaries.

Melbourne Launch Events

With a focus on addressing the unique needs and challenges individuals and families face on their fertility journey, AJFN kicked off its mission with two impactful events in Melbourne. The events, held on 23 November 2023, brought together community members, healthcare professionals, and experts in the field of fertility to raise awareness about the organisation and how it aims to impact the lives of many more Jewish families in Melbourne in line with their goal of ensuring that no Jewish Australian is ever alone on their fertility journey.

The launch events showcased AJFN's dedication to creating a space where families can access resources, information, and financial, emotional and spiritual support to navigate the complexities of fertility issues. Lauren Placks and Lauren Siegel told their emotional and personal fertility stories, highlighting the critical topics of miscarriage and loss, IVF and PGT (pre-implantation genetic testing), and Joanne Star shared what it means to her to be an AJFN Peer Support Companion to those going through an often difficult and lonely journey, having walked the journey herself. We thank our hosts Amanda and Karl Kutner and Monica Kempler for graciously opening their homes for these events.

We look forward to hosting more community events in Melbourne in 2024.





Our Philanthropic Family

Diamond (\$30 000+)

Anonymous AJFN Angels Leor and Mendy Amzalak The Kalinko Family **Evolution Capital** The S & C Roth Family Foundation

Platinum (\$20 000+) Terri and Rob Lederer

Gold (\$10,000+)

Anonymous AJFN Angels Aliza and Rafi Lamm Eva and Paul Lederer Lauren and Elliott Placks Lisa Farber & Justin Liberman and family Kerry and Michael Gonski The Gonski Foundation Sandra and Barry Smorgon

Inaugural Melbourne Founding

Sue and Phil Lewis

Special thanks to:

Wolper Jewish Hospital Health Foundation for their ongoing support





Lifetime Impact Awards

In 2023, we presented AJFN's inaugural Lifetime Impact Awards to Shterny Dadon and Rob Lederer in recognition of their exceptional and long-standing service and contribution to AJFN.



Shterny Dadon

Awarded to Shterny as the Founder of this incredible organisation. Her impact on AJFN has been and always will last a lifetime. We would not be here without her vision, passion and the love she put into creating this organisation back in December 2006. She worked tirelessly and voluntarily for the first ten years, then becoming the inaugural General Manager then Executive Director of the organisation. We are standing on her shoulders and the vision she created and hope to continue to make her proud. We also acknowledge and thank her husband, Rabbi Menachem, and children for the sacrifices they made over the years to allow Shterny to lead this organisation to that point.



Rob Lederer

Awarded to Rob for his unwavering dedication, generosity and leadership of the AJFN for eight years to date. He initially got involved as a donor, together with his wife Terri, and eventually became one of AJFN's inaugural Board Directors and Treasurer. His passion and commitment to AJFN have been truly inspiring. He was instrumental in helping to grow the organisation which will have a lasting impact not just for the AJFN but the community we serve for years to come. He still sits and serves voluntarily on the Allocations Committee and we are eternally grateful for his and Terri's support, loyalty and friendship.



Board Members



Kerry GonskiAJFN Board Chair &
Director



Lara GarfinkelAJFN Director &
Secretary



Rob LedererOutgoing AJFN
Director & Treasurer

We are sad to bid Rob farewell from his role of Board Director and Treasurer, but are grateful he will remain in the AJFN Family as a proud member of the Allocations Committee.



Dr Lesley AndrewsAJFN Director



Nir GolanAJFN Director and
Treasurer



Kate MohrAJFN Director



Rebecca ZwierAJFN Director



Dr Samantha SalingBoard Observer



Lisa KirsteinBoard Observer

Professional Team

Justine Saidman - CEO

Robbie Clifford - Head of Community and Support

Romy Rosen - Marketing and Communications Manager

Sarit Braver - Development and Engagement Manager, Melbourne

Rebecca Abraham - Support Manager

Jessie Cohen - Support Manager, Melbourne



It takes a village

The AJFN is grateful to our incredible Corporate Partners, Pro Bono Supporters, Volunteers and Community Partnerships for enabling us to fulfil our mission: to be a beacon of hope, offering financial and emotional support and encouraging open and honest conversations about infertility within the community.

Corporate Partnerships







Pro Bono Supporters

Thanks to our pro bono professionals who give so generously of their time and talent to help with all the technical needs of AJFN:



Volunteers

AJFN is supported by a dedicated team of volunteers who put in countless hours of Peer Support, event planning, professional consultation, care pack deliveries, and more.

We could not achieve all we do without them.

Expansion	Events	Education	Companion	Marketing
Committee	Committee	Committee	Network	Committee
Romi Israelsohn (Chair) Joanne Star Lauren Placks	Lauren Placks (Chair) Kate Samowitz Tanya Keyser	Kim Leigh (Chair) Candice Stein Jenna Pinchuk Tali Feiglin	Benny Neumann Gabi Rein Hayley Traub Jared Keen Jenna Nathan Jessica Krigstein Jessica Kurosaki Joanne Star Kate Samowitz Kelly Chait Lara Garfinkel Leigh Goldberg Lexi Rabin Lisa Kirstein Lori Levin Michelle Lewis Nat Zilber Rebecca Havas Robbie Clifford Rosalie Simpson Rozanne Ichikowitz Samantha Stuk Sarah Robuck	Kate Samowitz (Chair) Amy Friedlander Gabi Rein Lara Segal Leanne Kawalsky Leigh Goldberg

Community Partnerships

Millee's Deli

Shweetie Box

Our generous community partnerships across
Sydney and Melbourne ensure we can gift our
beneficiaries going through tough fertility
journeys with Shabbat meals, challahs and
other treats.

Classic, Lido, Cameo
and Ritz Cinemas

The Bagel Co

Eshel Kosher

Kraus Foods





The AJFN provided us with financial support but their emotional support was so appreciated. I was able to speak to someone as much or as little as I needed whether it was to answer my questions about what was coming next, what I could to keep myself occupied while waiting to take a pregnancy test and when it didn't work the first time. The fertility specialist was great at explaining everything but having someone to talk to who had gone through IVF was really helpful."

Mother of an AJFN miracle baby



If you are experiencing a challenging fertility journey you are never alone.

We are here to help.

Please reach out in complete confidence.

Text: 0481 075 554

Email: support@ajfn.org.au

Call: 02 7906 8366 (Sydney) or 03 8840 6560 (Melbourne)

www.ajfn.org.au











AJFN is fully compliant with all requirements of The Australian Charities and Not-for-profits Commission, the national regulator of charities. We are a registered charity with DGR1 status—all donations of \$2 or more are tax-deductible. ABN 90630127061