



Network of Jewish Human Service Agencies

CLIENT STAKEHOLDER PERSONAS

Persona 1:

Sierra is a single mother of two teenage sons. When her boys were little, they lost their father to gun violence. She makes \$28,000/year as an administrative assistant. Her youngest son struggles with anger management and often skips school. Her eldest son should graduate high school this spring. Sierra hopes he will pursue a technical degree at a community college.

Persona 2:

Sara is a single mom to three children, ages 1, 4 and 7. She lost her job as a result of the pandemic and is struggling to get by on unemployment and the occasional child support payments she receives from the children's father. With only a high school education, Sara has limited employment options. Her only family in town is her grandmother.

Persona 3:

Jacob is a 60-year-old man who recently lost his job due to the pandemic. He has very little reserve and has run through it already. He has three children, two who are grown and out of the house, but one who is living with him and his wife and will go to college next year. Jacob has never asked for help in his life and doesn't want to now. He's becoming very depressed and anxious as he tries to figure out what to do.

Persona 4:

Jack is a 90 yr old Holocaust survivor. He was an engineer and very successful working for a large company; he founded his own company to pursue some revolutionary technology in his 70s but lost most of his fortune. He is a widower, and his adult children live out of town. He still lives in his own, single family home but can no longer take care of it.

Persona 6:

Bill is a 55-year-old with intellectual disabilities who lives independently in the community and receives supportive living services. He has an active social life and prepares his own meals but needs some coaching and reminders to keep his apartment clean and tidy.

Persona 7:

Jane is an internationally trained engineer in the manufacturing industry. She moved to Canada just before the pandemic. She had been working with JVS Toronto's pre-arrival services before she landed in Canada and was hopeful she would work the agency to secure employment. While she was connected with a mentor in her field, the sector has been significantly impacted by the pandemic and she is not able to find employment. She came with her husband (also unable to secure employment) and children aged 4 and 6. They are socially isolated and depleting their financial savings.



FUNDER STAKEHOLDER PERSONAS

Persona 1:

Leah is a 63-year-old woman who has supported local human service efforts for the past 20 years. Her parents, survivors, instilled in her the concept of “by the grace of GD go I,” and since she was a young girl, she worked extensively as a volunteer. When her parents’ business was sold five years ago, she began to invest more heavily in the local human service agencies with an eye towards enhanced service delivery and greater agency collaboration.

Persona 2:

United Way currently provides flexible sources of funding for workforce and mental health needs, which enables the agency to serve clients who are at 250% of poverty and below. As the nature of work changes, the traditional fundraising model is less effective, forcing reduced funding and re-prioritization.

Persona 3:

The Z Foundation funds the Jewish community in a variety of ways, and has a deep interest in supporting single mothers with children and people who need emergency assistance, but don’t want to fund those who may be in crisis but have no real hope of being self-sufficient even if they receive assistance. They are extremely generous and have specific criteria for how the restricted funds can be used.

Persona 4:

Herman is a past-president of JFS and is still tangentially involved. He is very dedicated to JFS and committed to its mission and likes to offer input, but gets his nose bent out of joint when advice not taken. His giving has waned in recent years and has capacity to be a moderately large donor, up to \$5,000 / year.

Persona 5:

Jon, a business executive in his mid-sixties heads up a family business. He contributes to many progressive causes (the environment, the arts, etc.) and his passion is the mental health and rehabilitation needs.