Our Mission
The Parnassah Exchange (PX) is a volunteer organization that dedicates itself to assisting people in the Jewish community to find parnassah. We work with “candidates” who are: the unemployed, the under-employed, those starting their careers, or those looking to change careers. Each candidate is interviewed by a panel of volunteers who learn the candidate’s needs and ambitions and recommend a plan of action unique to each candidate. A candidate is then assigned one or more “ambassadors” who are highly active volunteers. Ambassadors assist with resume writing and cover letters and then perform business networking tasks to connect candidates with employers, useful contacts and other volunteers who can make further introductions or provide other assistance to the candidate. The ambassadors monitor the process and act as primary contacts to the candidate until the candidate has found employment.

Background
The Parnassah Initiative (now the Parnassah Exchange) was founded approximately three years ago by a lay person from the Five Towns community with support from local rabbonim, with the belief that candidates can be helped in a very significant way by harnessing the collective energy, insight and networks of the broader Jewish community. Since then we have expanded to approximately 120 volunteers. Our candidates so far are primarily from New York, New Jersey, Baltimore, and Israel. We started in the Five Towns and have spread outwards, first to Brooklyn, Queens and then to the rest of NY and NJ. We have now begun to contact communities further afield, as diverse as Baltimore and Minneapolis, but we need the OU's assistance to truly go national.

Our goal is to expand our reach across the U.S. both directly and indirectly. Since our beginning, we have been collaborating via email and WhatsApp but now that our activity and number of participants has grown so significantly, we knew we needed a better, more scalable solution. Earlier this year, we started to raise funds for the first time, and built a technology platform that went “live” last week. Our plan is to share the use of this site with other like-minded non-profit or volunteer organizations.

Technology Platform
We have built both a website (http://www.parnassahexchange.org) with landing page that describes our organization, how we operate, and how to volunteer, along with a link to our "workflow" website (https://www.parnassahexchange.com) that provides functionality to Candidates, Volunteers, Ambassadors, and Employers as well as a Donor page and links through Paypal. The workflow website allows candidates, ambassadors, volunteers, and employers to collaborate online, far more efficiently than email and WhatsApp. It allows ambassadors to monitor progress with metrics, plus functions as a database of jobs, employers, etc. to benefit current and future candidates. We managed to build a sophisticated site with less than $20,000 of funding by working with India-based technology resources that charge us less than $20 / hour for high level software developers, plus donated time and skill from Adventure Media Group (https://adventurereppc.com/) and Cove Hill Consulting (http://www.covehill.com/). PX’s websites, workflow, and database are the product of over 1500 hours of effort from the volunteers at Adventure Media and Cove Hill, and the paid software developers in India.
Goals and Funding Needs

We have set an ambitious agenda for ourselves for the next six to eight months. We wish to complete three additional development sprints in 2021 (Sprints #2, 3, & 4), of approximately $10,000 each. As we complete these sprints we also wish to provide support for the entire U.S., provide linkages to other organizations already providing similar services, and create a national “exchange” (hence our organization’s name) for candidates, employers, and jobs allowing Klal Yisrael to work with its combined energy and effort in finding parnassah for all who need it. In the short term, we will need to raise approximately $40,000 in additional funds (separate from the Sprint funds) to assist in rollouts to other communities. In order to achieve a national roll-out and provide support to other organizations and communities across the U.S., we expect to spend $1.2mm / year once we are fully national. A budget explaining these numbers is provided in a separate document.

Sprint #2:
- Incorporation of a “job to candidate” matching algorithm, providing technology similar to dating sites, where each match is given a numeric score of likelihood of match, and why (e.g. you are an 86% match for this job because: it is in your industry, your skill level, is analytical, located within 15 miles of your home, etc.)
- Separate community logins, where desirable, to allow replication of the current PX model (using volunteer panels) to localize and focus on their local candidates
- Multi-community support with geographically relevant searches allow users to search within a certain mile radius of home or target job market
- "Gig" work searches – continue building on existing database capabilities to allow searches for work that is part time or of shorter duration, matching jobs with candidates. We have had success to date by doing this manually, matching mothers at home with remote work during the hours of 10am-2pm.
- Connections to existing job boards and other organizations: bulk upload of candidates, employers, jobs, etc. Bulk download requests of the same for organizations who partner with us.
- Completion of our mobile-friendly site, to allow more users to interact from a smart phone
- Reporting and Metrics. Provide metrics to “admin” level users to see dashboards of success metrics (today these are available only to our database administrators, but not directly to users.

Sprints 3 & 4

- Connections to existing job boards and other organizations: API to allow outside Jewish job boards or organizations to tap into our application and tools "machine-to-machine" when sharing large numbers of candidates or jobs would be difficult manually. This will allow the highest level of collaboration and will also enable future connections to LinkedIn, for-profit recruiters, for-profit job boards, etc.
- Twilio integration - to allow non-smart phone users to receive SMS alerts when we have identified a possible job or when we need assistance from a volunteer on a particular search.
- Expansion of our demographic data for volunteers to provide better automated matching among candidates and volunteers.
- LinkedIn integration to allow volunteers to "opt in" so we can electronically search a participant's LinkedIn contacts for contacts that could be beneficial for a candidate looking for a job. This would trigger an email to the volunteer asking if they could reach out to their contact on behalf of a candidate
- Expansion of our current Conversations module to provide more sophisticated communication, task and goal tracking, etc.
- Integration with WhatsApp
- Integration with Zoom Video and Zoom Phone for our Panel management and office management
- Continuing enhancements to our Applicant (Candidate) Tracking System
- Shul website integrations
- Further investment in metrics and dashboards
- More sophisticated administrative functions to control email and text notifications, provide executive reporting, track candidate employment successes, provide a “confidential” mode to keep certain candidates or volunteers hidden from the general population when necessary.

Bios

Our team is comprised of community-minded leaders in various professions and careers. We span a geographic, hashkafic, and demographic cross-section and we each have broad social networks that enable us to help candidates and employers effectively. We are proactive and committed to our organization’s goals, and passionate about helping others. All of our bios are listed here also: parnassahexchange.org/leadership-team. Our bios appear in alphabetical order below:

**Akiva Eisenstadt** wears many hats: husband, father, businessman, and community leader. For the past 15 years, he has served as Co-Rabbi and Rosh Kollel of Congregation Shaarey Torah in the community of Manhattan Beach, Brooklyn. He also oversees business development for his wife’s interior design business. Akiva holds an MBA from Johns Hopkins University and is working towards a Masters in Judaic studies at Touro College.

**Sholy (Saul) Greenberger** has been in the healthcare industry for the last 20 years. Beginning as a nursing home administrator and then moving on to founding a long term care pharmacy servicing nursing homes throughout the country. Sholy has been actively involved in job matchmaking and mentoring for the last 10 years.
Steve Landau is a private equity executive with more than 20 years of investment management experience with a focus on product development and M&A. He is active with several non for profit organizations supporting the community.

Zev Mandel works in JP Morgan’s investment bank. He has worked for the last 15 years in roles across governance, risk and controls specializing in compliance related to capital markets, investment banking and treasury services, and before that fx and swaps trading. Zev is also active and engaged in other community based initiatives.

Ned Schoenfeld is CEO of Cove Hill Consulting, a management consulting firm. His company helps mid-market to larger businesses grow their businesses, improve customer service and quality, by improving their processes and technology. Ned is an avid photographer and is active with several organizations that assist people with their careers.

David Z. Solomon retired from Goldman, Sachs & Co. in 2019 after twenty years of service (both buy side and sell side). Prior to joining Goldman Sachs, David was a corporate attorney at Schulte Roth & Zabel LLP. David is active in a number of community based organizations.

Jonathan Talansky is a partner at an international law firm, specializing in tax, real estate and M&A transactions. He is active in several charitable organizations.

Elie Waldman works in real estate and finance, having worked in various roles over the last 8 years. He is active in various community-based initiatives, and is passionate about PX since he realized from his own job search that a helpful network is one’s most important ally.

Thank you and tizku l’mitzvos,

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