

National Council of Jewish Women Los Angeles is Now Fore Women

Historic Jewish LA nonprofit known for The Council Shop thrift stores expands with new location and new identity



LOS ANGELES, CA, UNITED STATES,

August 10, 2026 /EINPresswire.com/ -- National Council of Jewish Women Los Angeles (NCJWLA) today announced its new identity as [Fore Women](#). After more than 117 years of serving women and families across Los Angeles, the organization is expanding its impact through a new retail location in North Hollywood that will create additional workforce development and employment opportunities for women.

“

For more than a century, we've believed that when women have the support and opportunity to thrive, families, communities and our local economy are stronger.”

Marjorie Gilberg, CEO of Fore Women

The new name reflects the organization's continued focus on helping women build financial stability, strengthen career opportunities and create brighter futures for themselves and their families, while honoring the Jewish values and legacy on which it was founded.

"While our name is changing, our mission is not," said Marjorie Gilberg, CEO of Fore Women. "For more than a century, we've believed that when women have the support and opportunity to thrive, families, communities

and our local economy are stronger. Fore Women better reflects who we are today, where we're headed and the impact we hope to continue making across Los Angeles."

Founded in 1909, the organization serves more than 2,500 individuals and families each year through direct financial assistance, workforce development, career coaching, housing support, social enterprise and advocacy designed to help women achieve greater economic opportunity and long-term independence.

The organization's newest [The Council Shop](#) location, at 12020 Victory Blvd. in North Hollywood, will support the mission by expanding training and employment opportunities with hands-on retail experience for participants in Career MOMentum, Fore Women's workforce development program, while continuing the nearly 100-year tradition of The Council Shop supporting programs that help women and families thrive.

The Council Shop has been part of Los Angeles since 1925 and remains one of Southern California's longest-running nonprofit thrift store operations with a tax-free shopping model in its seven current locations. Every donation and purchase helps fund programs that invest in women and strengthen communities throughout Los Angeles.

As part of the organization's transition, The Council Shop locations will become Fore Goods, reflecting the organization's future while continuing the trusted shopping experience generations of Angelenos have known through the Council Shops.

Last fiscal year, The Council Shop:

- Accepted 94,042 donations
- Generated \$9.4 million in retail sales
- Completed 344,606 in-store transactions and 23,181 online transactions
- Diverted more than 4 million pounds of reusable goods from local landfills

"This next chapter is about building on everything that's made this organization successful for more than a century while creating even more opportunities for women in the future," Gilberg said. "We're proud of our history, but we're equally excited about where we're going."

While the organization's public identity is evolving, its commitment to women and families remains unchanged. Fore Women will continue expanding programs that help women achieve financial stability, economic mobility and long-term opportunity throughout Los Angeles and California.

About Fore Women

Founded in 1909, Fore Women (formerly NCJWLA) is one of Los Angeles' longest-serving nonprofits dedicated to helping women achieve financial stability, economic mobility and long-term opportunity. Through direct financial assistance, workforce development, career coaching, social enterprise and advocacy, the organization serves more than 2,500 individuals and families annually. Fore Women also operates The Council Shop (soon to be Fore Goods) thrift stores across Los Angeles, with every purchase and donation helping fund programs that strengthen women, families and communities.

Angela Tuell

Communications Redefined

+1 (317) 567-9126

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932569513>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.