

Happy the generation where the
great listen to the small, for it
follows that in such a generation,
the small will listen to the great.

—HEBREW PROVERB







As you teach, you learn.

This past year has reminded us of this evocative Jewish tenet, which not only lends itself to the physical renewal of our Early Childhood Development Center, but speaks to how the JCC builds an engaged community. We pay attention to the needs of our constituents and respond with quality service rooted in our values.

Over the past twelve months, our lay and professional leadership has begun to develop a long-range Strategic Plan, solidifying our goals, needs, strategies and tactics we plan to execute towards the JCC's 2020 vision. A final report is expected to be released to our stakeholders later this fall.

While we put these finishing touches on this plan, we continue to do what we do best—to provide a dynamic environment

for ideas, impact and meaning while providing an array of experiences to individuals and families for personal meaning and growth. We remain steadfast to taking care of those who need our help the most – individuals in need of financial assistance, vulnerable older adults, people with special needs, and teens at risk.

In celebrating a distinguished 118-year record of serving community, we grow ever more mindful of how our dedicated volunteers and staff continually rise to the challenge of addressing mission, demonstrating core values, and setting a standard of excellence for years to come.

As we continue this journey, we thank you for your commitment, participation and support in ensuring that our future is as meaningful and vital as our past.

*Jeffrey B. Markel, Chair of the Board
Brian Schreiber, President and CEO*

Message from Leadership

The secular and Judaic education E. has received is amazing. I am seeing in E. confidence, creativity, imagination and the ability to think things out.
-N.T., GRANDPARENT

- More than 340 children are growing and thriving in the enriched learning environments of the Squirrel Hill and South Hills Early Childhood Development Centers, which receive recognition for quality with prestigious PA Keystone STAR designations and accreditation by the National Association for the Education of Young Children.
- The Squirrel Hill site was transformed through a \$2 million renovation that created an environment that meshes with the JCC's educational philosophy, based on the principles developed in Reggio Emilia, Italy, for the education of young children.
- The South Hills site's recycling project, a response to the JCC mission to protect our environment in making a better world, was recognized by the Pittsburgh Zoo and made part of the zoo's "One Degree of Change" initiative.
- Eve Skirboll, a veteran early childhood educator, received national recognition as a 2013 recipient of the prestigious Grinspoon-Steinhardt Award in Jewish Education.
- My Baby and Me, an enrichment program and gateway to the JCC, welcomed 250 families, many of whom are newcomers to the Pittsburgh area.





Early Childhood



Children and Youth





Thank you to Clubhouse for giving us the peace of mind we've needed and for providing the best possible environment for our kids to thrive and grow! -E.M., mom of a Clubhouse kid

- More than 3,200 children and teens participated in activities, supported for nearly two decades by Massey Charitable Trust, that promote creative, active and engaged learning including sports, dance, musicals, learning lifelong healthy fitness and wellness behaviors, volunteering and community activities.
- Hundreds of children and teens participated in after-school and school days off programs that provide educational and social engagement, reflecting the JCC's focus on meeting the needs of working families with quality programming.
- For the fifth summer, the JCC served free kosher lunches through the Summer Food Service Program to 600 youth ages 18 years and under at the Squirrel Hill and Monroeville locations.
- The JCC served nearly 100 children and adults with special needs through the Early Childhood Development Centers, Clubhouse after-school care, Teen Center program for adolescents, and related programs.

Emma Kaufmann Camp (EKC) is a defining part of our kid's lives. They have grown so much, becoming Jewishly identified and well-rounded as American Jews.

-EKC parent from South Hills

- JCC Camps provided more than 2,000 children and adolescents in day and resident camps with learning and life experiences that foster growth, socialization and the development of independence.
- Begun in 2006, 313 teens have participated in Emma Kaufmann Camp's Counselors-in-Training program, which provides leadership development in Israel that includes team building and home hospitality with adolescents from our community's Partnership 2Gether region of Karmiel/Misgav.
- JCC camps provided important summer employment opportunities to more than 350 teens and young adults, who served as junior counselors, senior counselors, specialists and unit heads.
- JCC camps improved communications with families with social media tools including e-newsletters, online secure photo galleries, text message alerts and reminders sent to parents' cell phones, and Twitter updates.
- For the 10th summer, the JCC partnered with the Merck Summer Therapeutic Inclusion Program of Western Psychiatric Institute and Clinic of UPMC, with major funding from The Edith L. Trees Charitable Trust, to bring children with autism to day camp. 35 individuals participated in the program, playing and interacting with typical peers and developing important socialization skills.





Summer Camps



Adults and Seniors





The Center is like a big family, a place that caters to all people, and that's the truth! When you miss a day you feel something has been lost.
-C.J.S., Senior Center participant

- The JCC—which is part of the Senior Center network of the Allegheny County Department of Human Services Area Agency on Aging—provides a variety of programs and activities to stimulate the participants physically, mentally and socially, including information and assistance services, CheckMates reassurance phone calls, volunteer opportunities, Yiddish Conversation, Hebrew Literature, classes in Falls Prevention, medication review with the University of Pittsburgh's School of Pharmacy, Medicare counseling with APPRISE, and PALS Book Club with Carnegie Library of Pittsburgh.
- More than 30,000 nutritious, hot kosher lunches were served to senior adults last year in the JCC's J Café, which also provides a setting for important socialization for many who would otherwise be isolated in their homes.
- The JCC was chosen to serve as the local host for a presentation by Brian Duke, the PA Secretary of Aging, which included a health fair and attracted dignitaries and more than 200 senior adults from across Allegheny County.
- AgeWell Pittsburgh, a collaboration that provides critical supports to an estimated 10,000 older adults and a field leader in best practice approaches to keeping seniors living more independently in our community, has initiated evidenced-based programs and services that are shown by research to enhance seniors' quality of life such as medication management and cognitive health.
- Hospital and nursing home admission rates for clients of AgeWell Pittsburgh were lower than estimated rates for other Medicare recipients in Pittsburgh and nationwide for the past year.
- AgeWell Pittsburgh successfully completed over 3,000 Protective Factor Screens, an outcome tool that measures changes in risk factors associated with nursing home admissions, on senior adult clients resulting in 96% who maintained non-institutional status.
- AgeWell Pittsburgh is actively involved in United Way of Allegheny County's Open Your Heart to a Senior initiative to recruit and match volunteer caregivers with older adults to provide non-medical assistance, helping them remain safe and independent in their own homes.
- Due to demand, AgeWell Pittsburgh's Elder Express van service for seniors 65 and over in the Squirrel Hill area has increased the number of stops on its daily route.

Great atmosphere to get a workout and meet people.
 -W.C., member

- Close to 12,000 members of every age and ability use the JCC's comprehensive fitness and wellness facilities, living the value conveyed in the message integrated into the Centerfit Wall: *Guf Bari V'Shalem*—Healthy and Whole Body, reflecting on the JCC's mission that the health of the soul cannot be achieved without taking care of the body.
- JCC Aquatics, serving individuals from infancy through senior adults, provided more than 1,100 individuals with important swimming and fitness skills in private and group lessons and swim teams, and using the unique properties of water for conditioning in aquatics exercise classes.
- Basketball continued to be an important program that teaches skills and sportsmanship, with more than 416 individuals from ages 3 through older adults participating in classes, teams, leagues and private coaching.
- Close to 600 people each week participate in a wide variety of JCC group exercise classes, which include yoga, Pilates, TRX and Kettlebell, as well as Spinning, Group Power, Group Kick and Group Centergy, making use of comprehensive weight and cardio equipment for individual workouts, and learning new skills and healthy habits through personal training, nutrition and health coaching offerings.
- Enrollment in SilverSneakers®, a health, wellness and exercise fitness program for older adults, rose to 4,922, a 7% increase agency-wide from the previous year.
- More than 200 children and their families played and learned at the fourth annual Youth and Family Wellness Fair, meeting more than 40 presenters, and enjoying games and interactive activities focused on healthy living through sustainability.





Healthy and Whole Body





Community, Arts and Events





Light Your Spark really allowed the participants to interact and engage with one another, to share insights and feel good about having their ideas heard. I cannot say enough good things about the experience.

-Program participant

- The American Jewish Museum (AJM) broadened its outreach through a grant from the Pennsylvania Humanities Council that made it possible for more than 100 Pittsburgh Public School students to visit *Radiant Circles: Ruth E. Levine's Generous Life*. The AJM conducted more than 20 Light Your Spark tours designed for people with memory loss during *The Eye of the Collector: Images of the New World from the Sigmund Balka Collection* and *A Stitch in Jewish Time: Provocative Textiles*. Based on six-word memoirs submitted by nearly 100 individuals, *Your Passover Story: Pass It Down* was organized in collaboration with the JCC's Jewish educator.
- Net income from the seventh annual Big Night fundraiser, *Time of Our Lives*, honoring multi-year lead sponsor PNC Bank, grew to about \$400,000, contributing a major part of the JCC Annual Fund that provides support for scholarships that enable members to participate in critically needed programming.
- For the fifth year, the JCC hosted a community-wide *Tikkun Leil Shavuot*, an evening of learning and engagement to celebrate the Jewish holiday, with workshops presented by 23 clergy from various Jewish movements and perspectives.
- The JCC welcomed the Partnership 2Gether Basketball delegation from Karmiel/Misgav, Israel, who competed against the JCC Varsity Basketball team, worked with children in JCC Clubhouse and basketball clinics, helped with JCC senior lunch and cooked Shabbat dinner with Hillel.
- Middle and senior high school musicals and Performing Arts Camp provided almost 75 youth and teens a chance to act, sing and dance while learning to work together towards a common goal of a performance.

Our Most Pressing Needs

The JCC awarded \$2,597,656 in financial assistance to individuals last year, a 6.9% increase from the previous year. As the needs of the community continue to grow, the JCC's ability to meet these needs outstrips our available resources each and every year. To meet today's most pressing needs and to serve the most vulnerable, a strong Annual Fund helps us to assist people of all ages and backgrounds who need us the most. The majority of dollars raised for the JCC Annual Fund support a generous scholarship program for those who cannot pay the full cost of membership dues and program fees for preschool, after-school care, health and wellness, and camps.

Facilities Enhancements

With program fees covering only a portion of operations costs, targeted capital projects funding has enabled the JCC to spend nearly \$13 million over the past seven years modernizing physical plant and updating infrastructure. The most recent projects include:

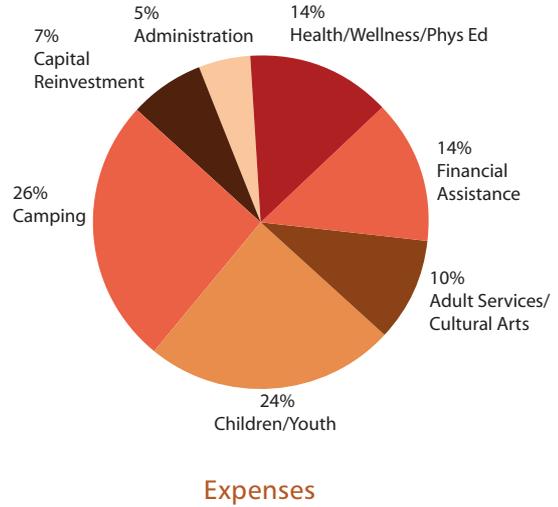
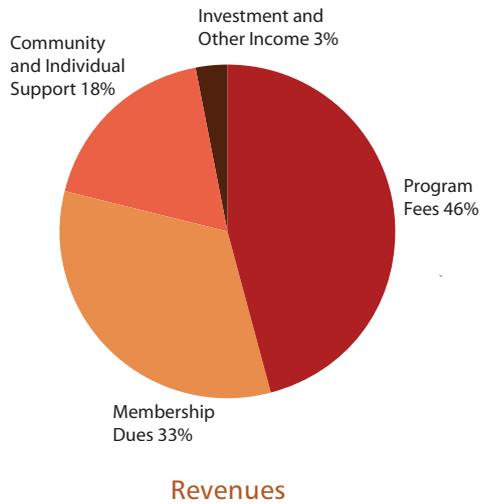
- A \$2 million renovation of the Early Childhood wing in Squirrel Hill that provides an environment that meshes with the JCC's progressive philosophy of education for young children.
- Renovation of the South Hills locker rooms that will greatly enhance members' experience in the facility.
- Continuing multi-year facility improvements at Emma Kaufmann Camp to add to the previously completed aquatics center, dining hall and counselor-in-training housing.







Fiscal Year 2012 Financials (Audited)





Planning A Meaningful Future

- Our long-range Strategic Plan solidifies needs and goals and the steps to achieve the JCC's 2020 Vision of the JCC as a place of welcome that serves as a gateway for engagement and learning. The process incorporates emerging markets, development objectives and infrastructure needs.
- Our infrastructure—the backbone of the JCC—enables us to fulfill our mission. We plan facility development in a dynamic process that is based on community priorities and future needs. Our projected requirements for the next five years total nearly \$12 million. These needs cannot be met within the JCC's operating budget and call for generous support to ensure that the JCC has modern, efficient and attractive facilities to match an ongoing commitment to high quality service delivery.

Ensuring Our Legacy

- To ensure that the JCC can continue to address the ongoing needs of a rapidly changing Jewish community, we must endow programs and services to ensure that our future is as vibrant as our past.
- The JCC's new society, the Y-IKC Legacy Circle, which provides ongoing appreciation and acknowledgement of people who have named the JCC as a beneficiary within their estate plan, began building momentum with its first recognition event in June.



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*Term ends August 31, 2013

Vision and Mission

To advance our vision of an exemplary, thriving, engaged community rooted in Jewish values, the JCC of Greater Pittsburgh's mission is to enrich our community by creating an environment that strengthens the physical, intellectual and spiritual well being of individuals and families.

Core Values

- The JCC provides a gateway to experience the richness of Jewish tradition and community.
- The JCC is a place where Jews are welcome no matter where or whether they worship, whatever their age or life style. We see value and potential in people associating with each other in a warm, supportive environment.
- We foster meaningful connections to the land and people of Israel and the Jewish community worldwide. We promote active collaborations to build lasting Jewish commitment and memories.
- Following the tradition of Abraham, we welcome individuals of all backgrounds, embracing their uniqueness and diversity under our communal tent.
- We maximize accessibility of services for people of all means and abilities.



Beneficiary Agency of
Jewish Federation
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The JCC could never fully do its work without the support of the Jewish Federation of Greater Pittsburgh, the United Way of Allegheny County and the Jewish Healthcare Foundation.

Membership at the JCC is open to everyone regardless of race, religion, national origin or special need.