

**Jewish Community
Center of Greater Pittsburgh
Annual Report 2014**



**There's something
about this place**



Dear Friends,

This past year, we've developed a deeper understanding about who we are and our aspirations to build an engaged community—now and for future generations. This understanding has informed our thinking and driven new and exciting initiatives that form the basis for everything we do at the JCC.

Recognizing the need to execute our vision over the long-term, our Board of Directors adopted a Strategic Compass and Guiding Principles for Decision Making. This planning document adds definition to how we recognize the needs of our constituents and respond with quality service, rooted in our values. This includes aspirational goals, needs, strategies and tactics for Service Delivery, Collaborations, Talent Management, Facilities and Development.

Our self-evaluation didn't stop with strategic planning. We've also worked to articulate who we are and what we do. We knew that by giving our philosophy a visible identity, we could improve how the JCC connects with and responds to our members and the community.

We brought our Jewish values—*kehillah* (community), *kavod* (respect), *chesed* (kindness) and *tikkun middot* (character-building)—which underlie all that we do, into the forefront of our awareness, weaving them into our day-to-day activities.

We also revitalized the brand of our JCC, inspired by our national umbrella, the JCC Association. Reflecting the national brand, we developed a new logo and look for our JCC that will project a cohesive identity that unifies all departments and services and broadcasts the JCC for what it is: A responsive institution with high professional standards, an agency with remarkable flexibility that each generation reshapes.

Through all of our explorations, we continue to do what we've been doing best for 119 years—providing an array of experiences to individuals and families for personal meaning and growth. We take care of those who need our help the most—individuals in need of financial assistance, vulnerable older adults, people with special needs, and families at risk. We are grateful for the support we receive from our community—from donors and volunteers, foundations and partners—that enables us to be the center of a dynamic environment for ideas, impact and meaning.

We know that there's truly something about this place—It's in the something that we do for the community, and, we hope, the something that we do for you.

Marc L. Brown, *Chair of the Board*
Brian Schreiber, *President and CEO*

Leadership Giving—John M. Wolf, Sr.

John and Lee Wolf
Endowment Fund—1997

Beyond the Buildings
Endowment Fund—2003

Leatrice and John M. Wolf
Centerfit—2007

John and Leatrice Wolf
Aquatics Center at Emma
Kaufmann Camp—2011



John M. Wolf, Sr., (1920-2013) was an exceptional and consistent benefactor and leader of the JCC for most of his 93 years. He was a visionary who very early saw the need for endowments for nonprofits and taught us about responsible financial stewardship.

John was one of three individuals who led the process of merging the Irene Kaufmann Settlement, the Young Mens and Women's Hebrew Association and Emma Kaufmann Camp in 1960. From 1967 to 1970 he served as board president of the merged entity—renamed in 1974 as the Jewish Community Center.

John was instrumental in the development of the JCC's Henry Kaufmann Family Recreation Park in Monroeville, dedicated in 1969 and home to James & Rachel Levinson Day Camp. He was key in bringing about the purchase of former Camp Lynnwood near Morgantown, West Virginia, in 1971, as the new location of Emma Kaufmann Camp.

John helped secure the lead gift that led to the development of the Henry Kaufmann Building of the JCC South Hills in 1999. He played a pivotal role as lead donor and solicitor in the JCC's Beyond the Buildings endowment campaign that began in 2003, enabling the JCC to retire long-term debt and begin a lower floor renovation of the Squirrel Hill facility. In recognition of his leadership, the lower entrance of the facility was renamed as the Leatrice and John M. Wolf Centerfit. John and Lee were the lead donors in the John and Leatrice Wolf Aquatics Center at EKC that opened in the summer of 2011.

His lifelong involvement and contributions greatly enriched our community and made the JCC what it is today. May his memory be a blessing.

"I remain interested, always;
I dropped other charitable interests
and focused on the JCC. It's been
my prime interest. I've gotten back
as much as I've given."

—John M. Wolf, Sr.



Leadership Giving—The Philip Chosky Charitable & Educational Foundation

Philip Chosky (1925-1911), a Pittsburgh native, was an owner of Rosedale Technical Institute and the Electronic Institutes. When the school was sold, he established The Philip Chosky Charitable & Educational Foundation, which has focused on providing major support to Jewish and cultural arts programs throughout Pittsburgh.

“As an adolescent, Phil benefited from his experience at the Irene Kaufmann Settlement in the Hill, a predecessor of the JCC,” said Brian Schreiber, JCC President and CEO. “He wanted to provide that connection and benefit to future generations.”

A recent \$1 million endowment gift from the Chosky Foundation, part of the Jewish Federation Foundation’s Centennial Fund for a Jewish Future, will support the nationally recognized Counselor in Training program at Emma Kaufmann Camp (EKC) for generations to come. It is the largest program-directed endowment in the history of the JCC.

Studies show that Jewish overnight camps have a tremendous impact on building Jewish identity. At the core of a successful Jewish resident camp is building leadership training for emerging EKC staff to execute mission and build continuity in camp leadership from generation to generation. EKC was the first overnight camp within the JCC movement to develop a foundational leadership and experiential Israel seminar for all of its counselors in training. Since 2006, more than 350 teens have participated in the Israel leadership training experience.

The 2013 renovation of the Squirrel Hill Early Childhood Development Center transformed the learning environment to integrate with our progressive educational philosophy for engaged learning. The Chosky Foundation provided the lead gift for the project, recognizing how critical a high quality physical environment is for strong early learning outcomes.

Phil was a passionate advocate of education for people of all financial means, a belief strongly endorsed by the JCC. The JCC honors Phil’s memory by working closely with the Pittsburgh Association for the Education of Young Children community education efforts to support the Pre-K for PA initiative to increase the number of children from low and moderate income households that can access high quality early learning programs.

Beyond the Buildings
Endowment Fund, Performing
Arts Program–2004

Emma Kaufmann Camp
Beit Chosky–2009

Philip Chosky Counselor-in-
Training Program at Emma
Kaufmann Camp–2010, 2013

Early Childhood Development
Center Renovation–2013



“The Chosky Foundation strives to make a difference in the lives of people in the Pittsburgh area. Gifts to the JCC are focused primarily on early childhood education and teen leadership development. Through these gifts, we hope to encourage the type of quality education and programming that Phil supported throughout his lifetime.”

—Meryl Ainsman,
Executive Director



Our Partners

Our ability to achieve impact on a broad scale is greatly enhanced through our funding partners. We thank the leadership and partnership of our partner agencies for their fundraising efforts and its support of the JCC's ability to address mission through multi-faceted philanthropic channels.

The Jewish Federation of Greater Pittsburgh

The Jewish Federation of Greater Pittsburgh is at the heart of Jewish giving, addressing critical needs and building a strong vibrant Jewish community for the future. Each year, the Jewish Federation generously supports the JCC through their annual core allocation of campaign funds, Foundation grants, and other supplemental giving that supports the JCC's mission. JCC early childhood families also benefit from the Pre-K Tax Credit program, organized and administered through the Federation.

Jewish Healthcare Foundation

The Jewish Healthcare Foundation offers a unique blend of research, education, grantmaking and program management to advance the quality of clinical care and health of populations. The Foundation provides an annual block grant to the Jewish Federation of Greater Pittsburgh which is distributed to beneficiary agencies to address the health needs of the Jewish community, including the elderly, families with special-needs children, and the poor. The JCC is a recipient of this human service grant.



United Way of Allegheny County

The United Way of Allegheny County is a change agent and community fundraiser that improves lives by addressing critical community needs. By convening diverse partners and investing in programs and people to advance solutions, United Way has named the safety and well-being of vulnerable seniors as one of its major priorities. The AgeWell Pittsburgh initiative, a collaboration of the JCC, Jewish Family & Children's Service and the Jewish Association on Aging has been a regular grantee of United Way impact funds awarded through a highly competitive proposal process.





Individual and Endowment Gifts

The Heart of Our Community

Each and every one of our donors, no matter the size of the donation, makes a difference. With their help, the JCC is able to provide scholarships that enable everyone to participate in vital enriching programs. Individual donors support specific programs and capital projects that enable the JCC to offer a broad base of meaningful programming in quality facilities.

Ensuring Our Legacy

One of the JCC's strategic priorities is to grow permanent funding streams for its high impact programs that cannot be supported solely through fees for services. Endowment funds help provide such funding for the JCC and its programs or services in perpetuity. The JCC invites the support of individuals who respect our work, care deeply about the future of our community and are passionate that this commitment endures over time. Many donors establish endowment funds to honor the memory of a loved one; others choose to establish an endowment during their lifetime so that they can see the results of their generosity. The total of all JCC endowment funds exceeds \$15 million and our long-range goal is to double that amount.

In September 2013, the Jewish Federation of Greater Pittsburgh Foundation, our lead community partner, launched a \$1 million challenge match opportunity to provide incentive for local Jewish agencies to raise permanent resources to support their mission. This became a unique opportunity for many of the JCC's existing donors—as well as new donors—to make a lasting gift to the JCC while enhancing quality experiences in diverse areas such as early childhood development, camping and Jewish arts and culture.

1,001

Individual donors this year

\$1,657,063

Amount raised from individual donors to the Annual Fund and capital needs this year

13

New endowment funds created this year

\$1,415,691

Amount donated to JCC endowment funds this year

New Endowment Funds

Aureen Litt Goldblum JCC Endowment Fund
 CFJF Brian and Rachel Eglash Endowment Fund
 Charlotte and Albert J. Love Endowment Fund, Senior Adults
 Ellen and Jack Kessler Endowment Fund, American Jewish Museum
 JCC Centennial Fund
 Marilyn and Earl Latterman Endowment Fund
 Philip Chosky Emma Kaufmann Camp Fund, CIT Program
 Philip Chosky Memorial Endowment Fund
 Rita J. Gould JCC Endowment Fund
 Reuben Mitrani Memorial EKC Fund, Emma Kaufmann Camp
 Saul H. and Esther Lapiduss Arts Education Scholarship Fund
 Shirley Gordon Early Childhood Staff Recognition Award Fund
 Speyer Family Foundation Endowment Fund, American Jewish Museum
 The Guttman Family Endowment Fund, Emma Kaufmann Camp



Volunteers Enrich Us

390

Individuals volunteer at the JCC

Volunteer activities

- AgeWell Pittsburgh at the JCC:
 - J Café
 - CheckMates
 - Choral Group
 - Advisory Committee
- Summer Food Service Program
- Instructors
- Literacy volunteers
- Blood pressure screenings
- Book fairs and bake sales
- Musicals and dance recitals
- Photography
- Clerical assistance
- Athletic coaches and mentors
- Board of Directors
- Parent Action Committee of the Early Childhood Development Center
- Big Night Committee
- JCC Task Forces



Ilene Ruttenberg, JCC Community Volunteer of the Year

Ilene Ruttenberg didn't miss a beat after her 2010 retirement from teaching and inspiring children and their families in the JCC Early Childhood Department; she turned around and volunteered to help in the Amazing Afternoons program that she had founded more than 20 years before.

The JCC's Early Childhood teachers educate and serve as role models to our community's youngest generation, help new parents cope and adjust to that role, and literally get on their hands and knees in a job that has far more intrinsic rewards than public tribute.

Ilene came to the JCC as a "playschool" teacher in 1978, back when the JCC was called the IKS and as the mother of elementary-aged children herself. During her tenure as a JCC educator, she created the Amazing Afternoons program as a cutting edge afternoon enrichment program for families who wanted academic and cultural engagement for their preschoolers beyond the traditional preschool morning. Field trips to downtown, Ducky tours, dioramas, and Warhol replicas of personal portraits were all part of the repertoire.

She was always unconditionally there for the children and their parents. In an era when curriculum, room setups, and parent expectations continually change, Ilene could balance the current realities with a timeless style and old-fashioned value system that shone through to her students, parents and colleagues.

After 32 wonderful years as a teacher, Ilene continues to support young families at the JCC.

Highlights of the Year

Early Childhood

The Early Childhood Development Centers, with enrollment of nearly 350 students, focused on integrating its Reggio Emilia philosophy of constructivist learning with the Pennsylvania Learning Standards to better prepare children for kindergarten and engage them as active partners in learning.

Children and Youth

The JCC provided a broad menu of activities to more than 3,300 children and teens, promoting creative, active and engaged learning in areas including sports, swimming, dance, musicals, lifelong healthy fitness and wellness behaviors, volunteering and community activities. Two programs new to the JCC engaged teens as leaders and active community members—Diller Teen Fellows and the Samuel M. Goldston Teen Philanthropy Project.

Special Needs

Over 100 children and adults with special needs participated in JCC activities through programs including the Early Childhood Development Centers, Clubhouse after-school care, Teen Center program for adolescents, day and overnight camps and related programs.

Summer Camps

JCC Camps provided more than 1,800 children and adolescents in day and resident camps with learning and life experiences that foster growth, socialization and the development of independence. Thirteen *shlichim*—Israeli emissaries—assisted at our day and overnight camps in a program through the Jewish Federation of Greater Pittsburgh Partnership 2Gether Program.





Highlights of the Year

Youth Employment

JCC camps provided important summer employment opportunities to more than 300 teens and young adults, who served as junior counselors, senior counselors, specialists and unit heads. The Early Childhood Development Centers supported adolescents from the Pittsburgh Summer Youth Employment Program.

Adults and Seniors

AgeWell Pittsburgh at the JCC offered several new, evidenced-based programs this year to complement an existing array of services, including:

- Walk with Ease, Arthritis Foundation
- Building Better Caregivers, National Council on Aging
- HomeMeds, Partners in Care Foundation
- Memory Training, UCLA Longevity Center
- Healthy Steps for Older Adults, PA Department of Aging/University of California, Berkeley through the Area Agency on Aging
- Better Choices, Better Health, Stanford University, through Vintage Senior Center

Healthy and Whole Body

About 12,000 JCC members of all ages and abilities participated in JCC fitness and wellness programs and used the JCC's comprehensive facilities, living the value conveyed in the message integrated into the Centerfit Wall: *Guf Bari V'Shalem*—Healthy and Whole Body, reflecting the JCC's mission that the health of the soul cannot be achieved without taking care of the body.

Allegheny Chesapeake Physical Therapy opened an office in the JCC, forming a natural partnership with the JCC Fitness department. Since 2013, there have been almost 2,500 patient visits, 81% of them JCC members, and joint programs including throwing and swimming clinics and workplace ergonomic assessments.





Highlights of the Year

Community, Arts and Events

Our eighth annual Big Night fundraiser, Game On, celebrating the JCC's role in children's lives, raised more than \$450,000, contributing a major part of the JCC Annual Fund that provides support for scholarships that enable members to participate in critically needed programs.

Two exceptional exhibit-related events enabled the American Jewish Museum (AJM) to showcase the caliber and diversity of Pittsburgh's creative ecology. The AJM commissioned Pittsburgh-based flamenco troupe, Alba Flamenca, to perform at the opening reception of Amato's exhibit *Cante Jondo for Tikkun Olam*. During the exhibit *Susan Winicour: The Circus of Life*, Pittsburgh-based Zany Umbrella Circus performed a new piece inspired by Winicour's work for the opening reception. Both events enjoyed record attendance.



Facilities Updates

Emma Kaufmann Camp: The JCC's overnight camp in Morgantown, West Virginia, became even more camper-friendly with the partial completion of a \$1.4 million project that includes the upgrading of facilities on the 200-acre wooded campus and the addition of bathrooms to cabins in Camp Circle, Camp Street and Claire and Vern Reingold Park, ending late night hikes to the bathhouse and providing more privacy within each cabin group.

South Hills: A \$500,000 renovation, funded by a \$250,000 grant from Allegheny County and by generous donations from supporters of the JCC, included renovating all areas of the locker rooms, including floors, walls, ceilings, lighting, benches and lockers.

Squirrel Hill: Approximately \$125,000 of improvements to the swimming pool area included all new LED (energy efficient) lighting, replacing all doors, painting and cleaning and painting air distribution ducts.

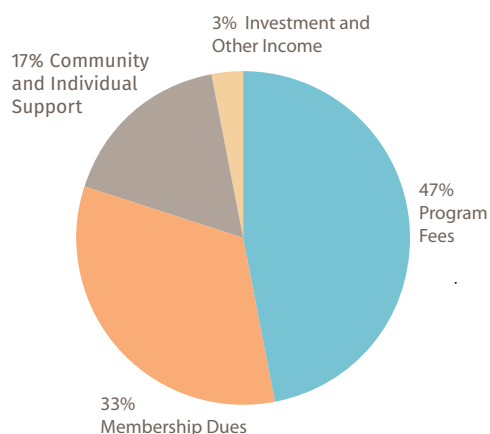


Constructing a Meaningful Future

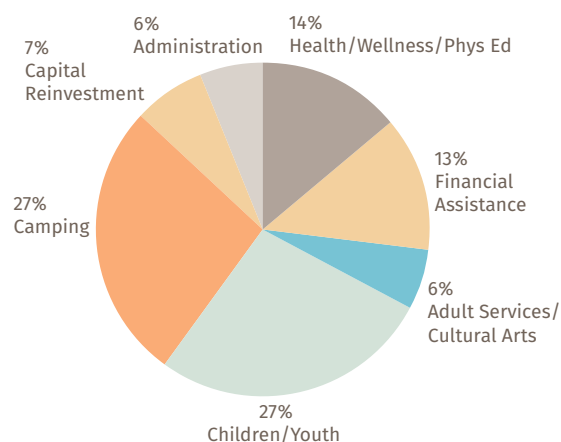
Our infrastructure—the backbone of the JCC—enables us to fulfill our mission. We plan facility development in a dynamic process that is based on community priorities and future needs. Our projected requirements for the next five years total nearly \$13 million. These needs cannot be met within the JCC's 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.



Fiscal Year 2013 Financials (Audited)

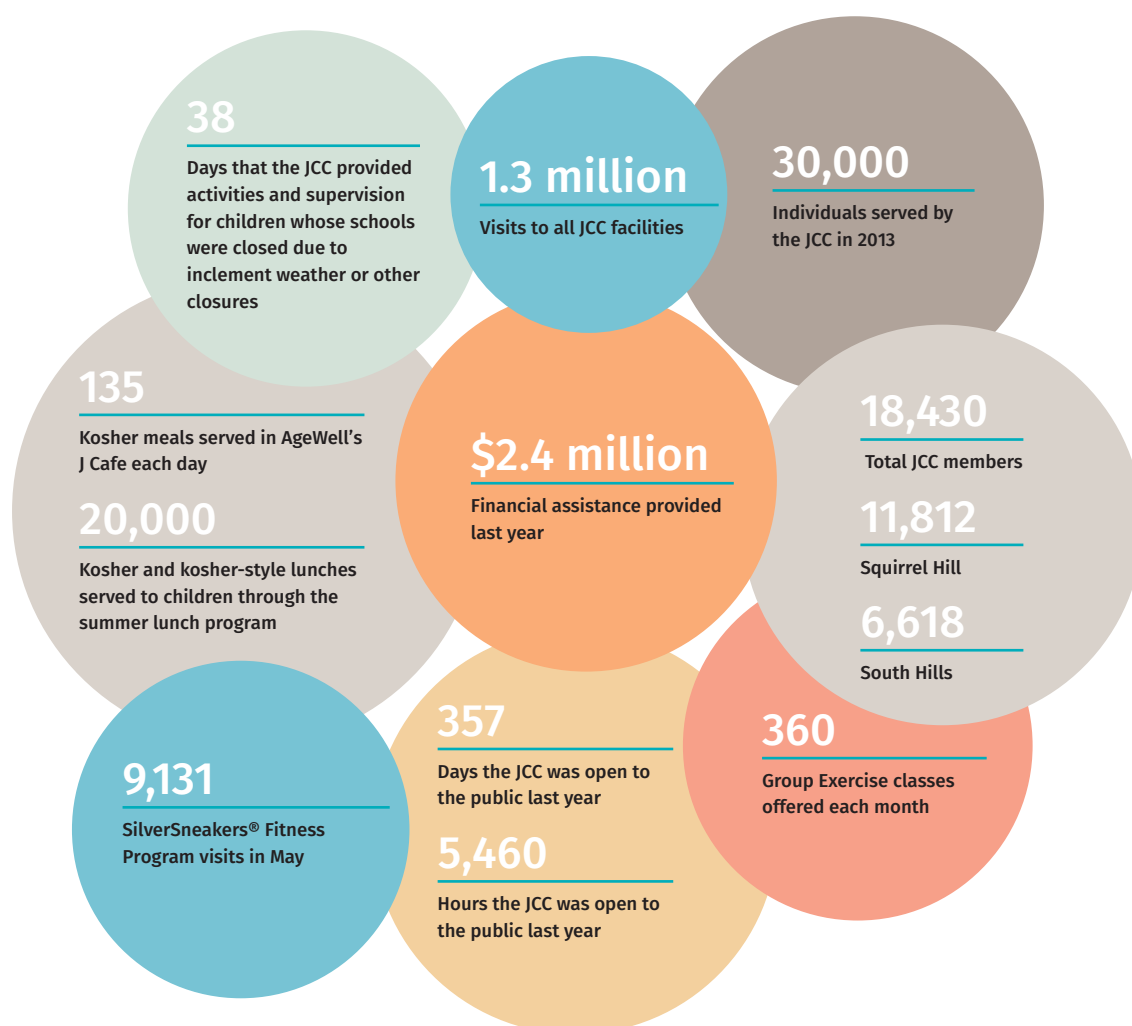


Revenues



Expenses

JCC Statistics at a Glance



2013-2014 Donors to the JCC

Many thanks

September 2013 to August 2014
Every gift makes an impact.

The Jewish Community Center of Greater Pittsburgh is most grateful to the individuals, foundations, businesses, and corporations for their support during the past year. Donations to the JCC provide membership and program scholarships that help people in need attend the wide range of programming available at the JCC.

To make your contribution to the JCC, contact the Development Office at (412) 697-3510.

Annual Fund

Includes all contributions to the JCC's Annual Operating Fund

Anonymous (35)

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Y-IKC Legacy Circle

The mission of the Y-IKC Legacy Circle is to recognize those individuals and families who have named the Jewish Community Center of Greater Pittsburgh in their estate plans through a documented planned gift.

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**Z"l of blessed memory*

2013-2014 Donors to the JCC

Foundations and Grants

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Allegheny Regional Asset District
AmazonSmile Foundation
Beatrice Schutte Foundation
BNY Mellon Community Partnership
Charles M. Morris Charitable Trust
City of Pittsburgh
County Infra-Structure Tourism Fund (CITF)
David S. and Karen A. Shapira Foundation
Greater Pittsburgh Arts Council
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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.

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.

