



CELEBRATING YESTERDAY IMAGINING TOMORROW

JEWISH COMMUNITY CENTER
OF GREATER PITTSBURGH
ANNUAL REPORT 2015



DEAR FRIENDS,

As we commemorate our 120th year, we take great pride in our history of serving community while envisioning a strong future for generations to come. Since the day we opened our doors in 1895, the JCC has strived to bring life to our mission and address the evolving needs of people of all ages and backgrounds.

We are passionate about bringing core values, rooted in Jewish tradition, to everything we do. This ranges from providing a high-quality care and learning environment for children, to addressing the complex needs of older adults and those with special needs, to improving health and wellness outcomes to individuals of all ages. We have always been there for people of all socio-economic means, providing robust financial assistance to enable a wide spectrum of the population to benefit from our services.

The JCC is in constant motion—from early in the morning to late at night, seven days a week. Over the past year, more than 30,000 individuals passed through our doors—over 1.3 million visits—to enjoy an ever expanding array of activities.

This year, the JCC's *tikkun olam* (repair the world) agenda focused on the role that men of all ages can play in reducing domestic violence. We also joined dozens of organizations in supporting the expansion of quality pre-K education programs throughout the Commonwealth. Our advocacy philosophy is rooted where we have a proven track record of service and where activism can better meet community needs.

We are grateful for the support we receive from you—our donors and volunteers, foundations and partners—that enables the JCC to be a dynamic environment for ideas, impact and meaning, now and for generations to come.

We begin our next 120 years with the same optimism for the future that our founders imagined at our inception.

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





EARLY CHILDHOOD

- Strollers jam the hallway when My Baby and Me's new "Sing and Schmooze" program is in session. The program, which promotes sensory and active play followed by a discussion with a developmental consultant, attracted 238 individuals in its first two weeks, a Family Place record.
- Celebrating our fourth year of melding the Reggio Emilia philosophy with our long history of Jewish early childhood education, the Early Childhood Development Center hosted nearly 30 educators from around the country as part of the 2015 Summer North American Reggio Emilia Alliance Conference.

CHILDREN/YOUTH/FAMILY

- The JCC engaged more than 3,400 children and youth in sports, swimming, dance, musicals and fitness, promoting creative, active and engaged learning.
- The new J Nights on Wednesdays, offering everything from "Frozen Yoga" to a sports night, attracted almost 100 kids over 5 months.
- Kids Nite Out programs engaged more than 400 kids on Saturday nights and inspired a spinoff Kids Nite Out Mini Edition. For the first time, both Kids Nite Out and J nights were held during the summer.
- The Clubhouse after-school program, providing fun, care and support for working families, grew to more than 100 participants.
- Musical theater productions involved more than 100 middle and senior high school students in all aspects of working with a team from acting, singing and dancing to staging shows that were enjoyed by audiences numbering in the hundreds.
- More than 100 children and adults with special needs participated throughout the JCC in programs including the Early Childhood Development Centers, Clubhouse, Teen Center, Jewish Singles Support Network and day and overnight camps.
- The JCC expanded the reach of PJ Library from the city to the South Hills and other suburbs, increasing subscribers by 31%. The free program for families raising Jewish children held 21 community events at JCC facilities, congregations and public spaces.

16

Languages spoken in the Early Childhood Development Center

278

Local, national, non-profit, Jewish and secular organizations the JCC collaborated with to advance our mission, vision and core values



\$16,500

Allocated to non-profits by 22 participants in the Samuel M. Goldston Teen Philanthropy Project

44

JCC Maccabi athletes represented Pittsburgh at the 2015 JCC Maccabi Games in Ft. Lauderdale

TEENS

- Enhanced teen programming makes the JCC a center for engagement, support and leadership development. Rabbi Ron Symons joined the staff of the JCC as the Senior Director of Jewish Life, overseeing teen learning, community service and programs including J-SITE, J-Serve, HaZamir, and more.
- In March, 20 Diller Teen Fellows from Karmiel & Misgav, Israel, were hosted by 20 Pittsburgh Diller teens for 11 days of

learning, relationship building and service. They visited Emma Kaufmann Camp and had a round-robin session on denominational differences. The Pittsburgh Diller Fellows traveled to Israel in July and met with their Israeli cohort.

- The JCC provided employment opportunities to 325 teens and young adults, who served at JCC camps and Clubhouse as counselors, staff and sports coaches.

- JCC travel basketball teams had a great season with the 7th Grade Boys team bringing home the Metro USA Championship, the Varsity Boys team competing in the Greater Pittsburgh Independent Basketball League Championship game for the 3rd straight season and the 7th Grade Girls making the Championship Game for the 2nd consecutive year.

21

Israeli teens from Karmiel/Misgav participated in immersive experiences at JCC's Emma Kaufmann Camp

29,964

Hot lunches served to older adults at J Cafe

SUMMER CAMPS

- More than 1,600 children and adolescents played and learned in JCC day and resident camps, which provide experiences that foster growth, socialization and the development of independence.
- James and Rachel Levinson Day Camp and South Hills Day Camps renewed their focus on the natural environment through activities such as organic gardening, creek hikes and outdoor adventures, and many other opportunities for intentional learning, community and fun.

AGEWELL AT THE JCC

- The JCC in collaboration with Vintage Senior Center have jointly applied for Senior Center Accreditation through the National Council on Aging, which would make them the first senior centers in Western Pennsylvania to become nationally accredited.
- New health and wellness programs include HomeMeds Medication Assurance Program, Walk with Ease, Building Better Caregivers (on-line support program for family caregivers) and Aging Mastery Program.
- AgeWell at the JCC had attendance in programs and services of 34,000; 6,619 rides provided through Elder Express transportation; 5,258 SilverSneakers participants and 458 Silver&Fit member participants.
- A total of 110 senior adults, high school and college students accumulated 3,500 hours in the past year as volunteers for AgeWell at the JCC programs including CheckMates, the Advisory Committee, health and wellness programs, and volunteer-led educational programs and discussions.
- AgeWell Pittsburgh, a collaborative program of the JCC, Jewish Family & Children's Service and the Jewish Association on Aging, served more than 7,000 senior adult clients, with 49% of clients falling below the national poverty level.
- AgeWell Pittsburgh referrals to critical community resources increased more than 60% in a 3-year period, to 2,228.





700

Attended the Community Purim Carnival hosted by JCC South Hills

400

Volunteers participated in ongoing activities or special events at the JCC

COMMUNITY, ARTS AND EVENTS

- Through the financial support of the FISA Foundation and The Heinz Endowments, the JCC led a cohort of 36 men from 30 different educational, human service, health and for profit organizations in a Mentors in Violence Prevention program. This followed a year of work taking leadership in the prevention of gender violence movement that began with our 2014 annual meeting and the Father's Day Pledge effort.
- Big Night and the Hidden Gems of the JCC, our 9th annual party-with-a-purpose, honored our 10-year partnership with Oxford Development Company, with a record number of 158 individual and corporate sponsors and 851 people attending. Big Night provides the foundation for the Annual Fund and the basis for the \$2.5 million in assistance we provide each year.
- The American Jewish Museum conducted nine Light Your Spark talks for more than 250 people at the AJM and at nearby assisted living facilities. The program, with content related to AJM exhibits, facilitates lively conversations about art with people living with memory loss.

2,500

Participated in group exercise classes per month, a 20% increase over the previous year

HEALTH AND WELLNESS

- *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, is embodied in the continuing innovation and growth of JCC fitness and wellness programming, serving more than 10,000 individuals.
- JCC programs and equipment made fitness increasingly accessible for individuals of all ages and abilities. Continuing programs including Cardiac Rehab and new programs such as Deck Time workouts for pre-teens and personal training Signature Sessions, which varied in type from Senior Active to Running Mechanics, engaged a wider and more diverse population of members. New and upgraded equipment, including adaptive motion trainers, broadened the options for individuals of all abilities to maintain fitness.



REINVESTING IN OUR INFRASTRUCTURE

- No matter the size and scope of a project, each dollar reinvested in our infrastructure is a response to member and community needs, including accessibility and technology; enhances convenience and competitiveness while maintaining our core values; integrates energy efficiency, and improves our green footprint.
- We want to ensure that our facilities are modern and comfortable for our members and the greater community. As we complete much-needed capital investments, the JCC has a long-term strategy in place for facility maintenance.
- James and Rachel Levinson Day Camp: Upgrades focused on improvements to the nature areas including preparation of a sustainable garden.
- South Hills: Pool upgrades and a new floor in the Social Hall enhanced activity spaces.
- Squirrel Hill: The Kaufmann and Robinson buildings received lighting, carpeting, flooring and painting upgrades.
- Emma Kaufmann Camp: The JCC's overnight camp in Morgantown, West Virginia, became even more camper friendly with a new program pavilion.

\$2.3
Million in capital
investment to
maintain quality
facilities

6,216
Hours of
operation in
2015

The JCC is Here

- For the economically challenged to the most fortunate
- For everyone from birth through old age
- To build community in both the city and its suburbs
- For the Jewish community and the community at large
- For the most religious to the most secular and for everyone in between

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.

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.

Beneficiary Agency of
Jewish Federation
OF GREATER PITTSBURGH



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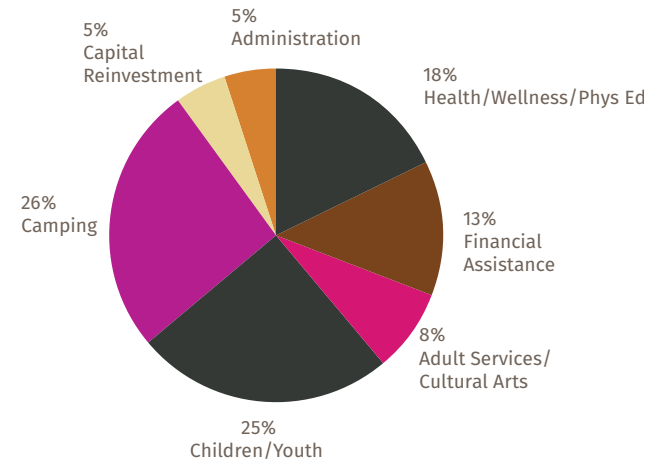
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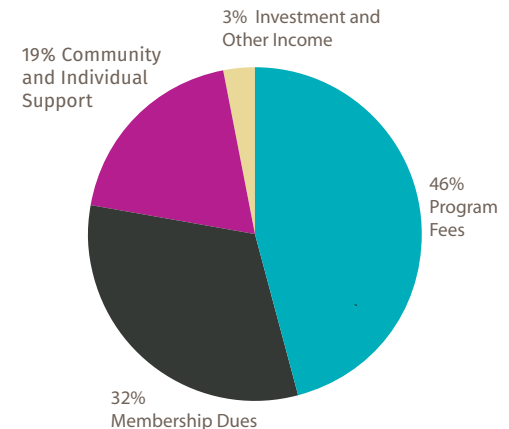
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FISCAL YEAR 2014 FINANCIALS (AUDITED)



EXPENSES



REVENUE