

BRINGING JCC VALUES TO LIFE

Annual Report 2016 ■ Jewish Community Center of Greater Pittsburgh



A handwritten signature in black ink, reading "Marc Brown".



A handwritten signature in black ink, reading "Brian Schreiber".

DEAR FRIENDS

Community is our middle name and community can be found in our hallways, gyms, camps and schools.

Community happens in our lobbies where older adults gather to chat before wellness classes; outside our dance studios, where parents bond while observing their youngsters learning to plié; throughout our facilities where children and teens learn and connect to and with each other; in Family Place, where strollers jam the hallway for Sing and Schmooze time. Community is built when campers feed the chickens at James and Rachel Levinson Day Camp, harvest herbs in the JCC South Hills garden or sing at a bonfire at Emma Kaufmann Camp. It happens when after-school Clubhouse families get together for Shabbat dinner and when kids team up or compete on the basketball court.

Our community embraces everyone and supports critical needs. From providing a high-quality care and learning environment for children, to addressing the complex needs of vulnerable seniors and those with special needs, to improving health and wellness outcomes for 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.

How do we build community and what drives our desire to get better day in and day out? We build our strength on a Jewish value system as an expression of who we are and what we aspire to be. In this fast-changing, complex world, these values of kindness, respect and character guide us. They apply to anyone and everyone who enters the JCC. And these values are time honored, enduring, and will sustain us in good and difficult times.

We are grateful for the support we receive from you, our community—our donors and volunteers, foundations and partners—that enables the JCC to bring our values to life in an ever-evolving environment for ideas, impact and meaning, now and for the future.

We begin our 121st year more deeply grounded in the values that built our past and enthusiastic for a bright future with the participation and support of over 30,000 individuals we touch each year—one experience at a time.

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





EARLY CHILDHOOD

- The Early Childhood Development Centers, with enrollment of 340 students, melds the Reggio Emilia philosophy with Jewish values, engaging children as active partners in learning and preparing them for kindergarten.
- Subscriptions to PJ Library, a partnership with the Jewish Federation of Greater Pittsburgh and the JCC, grew 38% in the past year, providing more than 1,200 children with the opportunity to explore Jewish values through free books sent home each month.

CHILDREN/YOUTH/FAMILY

- The JCC's programming in sports, swimming, dance and enrichment engaged more than 3,500 children.
- The Clubhouse after-school program, providing support for working families, grew to more than 115 participants.
- 49 athletes and artists represented Team Pittsburgh at the 2016 Maccabi Games in Stamford, CT.
- Teen and Young Adult Center, a program serving individuals who face physical, intellectual or emotional challenges, provided daily afternoon opportunities for social and developmental growth. More than 150 children and adults with diagnosed physical and intellectual disabilities participated in JCC in programs including the Early Childhood Development Centers, Clubhouse, Jewish Singles Support Network and JCC day and resident camps.

TEENS AND JEWISH LIFE

- With the mission to “connect, lead, learn and repair,” the Department of Jewish Life, based at The Second Floor in Squirrel Hill, involved over 500 teens in one or more programs in its first year. Programs include J Line teen school; HaZamir International Jewish Teen Choir, Karmiel/Misgav Art Project; staycation activities during a school break; Teen Leadership Council, teen basketball coaches training in gender violence prevention and Goldston Teen Philanthropy.
- Since 2006, 516 Pittsburgh area teens have been guided by the JCC to Israel as Emma Kaufmann Camp Counselors in Training and with the Diller Teen Fellows program. Last year, 64 Israeli teens participated in leadership development, camping and related programs through the community's Partnership 2Gether initiative. The JCC partners with the Jewish Federation of Greater Pittsburgh through direct program exchanges and home hospitality.
- JCC and BBYO, in the second year of a strategic alliance, organized more than 20 youth organizations in the annual J-Serve teen community service day. Nearly 300 teens participated, an increase of 25% over the previous year.
- The JCC provided employment to 325 teens and young adults on a seasonal and year-round basis.



SUMMER CAMPS

- More than 1,650 children and adolescents attended JCC day and resident camps, which provide experiences that foster growth, socialization and independence.
- James and Rachel Levinson Day Camp, building on the success of its organic garden in the previous summer, tripled the size of its beds and introduced chickens into the mix. Campers gardened, fed the chickens and collected the eggs, and learned to cook with the foods they grew.
- Emma Kaufmann Camp added a robotics specialty from the Arts & Bots program at West Virginia University partnering with Carnegie Mellon University's Create Lab, and grew scuba diving and gymnastics specialty areas.
- South Hills Day Camp continued its successful partnership with the Scott Township Conservancy through nature activities adjacent to our facility.





AGEWELL AT THE JCC

- AgeWell at the JCC, which last year received Senior Center Accreditation through the National Council on Aging, served 8,320 senior adults, a 27% increase from the previous year.
- Through pilot grants from Allegheny County, Department of Human Services, Area Agency on Aging, new health and wellness programs were launched including HomeMeds Medication Assurance Program; the Tablet Cafe serving more than 80 older adults; and expansion of the Aging Mastery Program, a product of the National Council on Aging, serving 80 older adults.
- The department will be piloting an expanded Aging Mastery Program entitled Caregiver Aging Mastery Program through a successful application to the PA Department of Aging, resulting in one of the largest program grants in the Commonwealth.
- Elder Express, a program of AgeWell at the JCC, provided 6,843 rides last year.
- 84 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, wellness and educational programs, the J Cafe and Tablet Cafe.
- AgeWell Pittsburgh, a collaborative program of the JCC, Jewish Family & Children's Service and the Jewish Association on Aging, served more than 7,700 senior adult clients, with 49% falling below the national poverty level. Of the clients, 97% maintained or improved their functioning in areas that are otherwise correlated with nursing home admissions and loss of independence; 93% of clients who have been deemed "nursing home

eligible" (20% of total AgeWell clients) continue to successfully live in the community despite their frailty; 83% of AgeWell clients successfully avoided hospitalization and emergency room visits with 94% having avoided a nursing home admission.

- 29,653 hot lunches were served to older adults at J Cafe this 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 reflected in JCC fitness and wellness programming, which serves more than 10,000 individuals.
- The number of group exercise participants each month grew 24% from the previous year
- Since the January launch of Group Core, a 30-minute class specifically designed to attract men to group exercise as well as anyone who wants to improve their athletic performance, participation in group exercise classes by men has increased by more than 30 men each month.
- The JCC continued to engage members of all ages in learning healthy behaviors for life. For the young set, classes and programs included Ready, Set, Go age appropriate workouts for kids ages 6–10; Girls on the Run for grades 3–5; Deck Time with Workout of the Day for youth ages 10–13; and ongoing training to certify teens to use fitness facilities. More than 6,800 older adults stayed fit with programs through SilverSneakers® and Silver&Fit.



COMMUNITY, ARTS AND EVENTS

- The American Jewish Museum show, *Jane Haskell: Drawing In Light*, surveying the career of artist and philanthropist Jane Haskell (1923-2013), was met with critical acclaim. The day of the opening reception, attended by 270 individuals, was designated Jane Haskell Day by the city of Pittsburgh. Eight exhibition tours were attended by 86 people.
- Big Night: 120 Years raised almost \$500,000 and celebrated our 120th anniversary. Over \$2.9 million in scholarship assistance was awarded to thousands of people who use the JCC. Scholarship and free care, 14% of our operating expenses, are given out confidentially, to individuals and families of all backgrounds, in the best Jewish tradition.
- The South Hills JCC continued building community by hosting a Purim Carnival attended by 450 people.

ADVOCACY

- The JCC's leadership in the prevention of gender violence, in its second year, continued to inform the role the agency can play in making the community a better place. As part of carrying on the agenda from the Mentors in Violence Prevention project, the JCC held a series of workshops for 30 high school-age coaches in our basketball program on bystander intervention, based on the

Jewish value that "you cannot stand idly by while your neighbor bleeds." We believe we are pioneering a Jewish approach to this subject that can be adapted and implemented throughout our region and beyond.

REINVESTING IN OUR INFRASTRUCTURE

The JCC, which hosts more than 30,000 individuals a year in our five facilities, strives to have the highest quality infrastructure to support excellent service delivery. To ensure that our facilities are modern and well equipped, the JCC has a long-term strategy in place for facility maintenance. Recent projects include:

- Squirrel Hill: Pool and locker room renovations; air conditioning system replacement; creation of The Second Floor for teens in the Robinson Building
- South Hills: Locker room and lobby renovations
- Henry Kaufmann Family Recreation Park: Upgrades to nature and other specialty areas of facility
- Emma Kaufmann Camp: Completion of cabin upgrade with individual bathrooms; technology modernization and infrastructure improvements; main office replacement (Beit Rachel).

➔ **\$2.9** MILLION IS GIVEN
IN SCHOLARSHIP
ASSISTANCE EACH YEAR

19,130 ←
JCC MEMBERS

COMMUNITY IMPACT

\$20 million in capital reinvestment in the past ten years at all five year-round and seasonal facilities

131 full-time staff members

700 part-time and seasonal staff

278

The number of collaborations the JCC is involved in with local, national non-profit, Jewish and community organizations to advance our mission and vision

1/3 of all senior adult members are over **AGE 85**

3,600+

chats have been held on the LiveChat feature on JCCPGH.org since instituting it in June 2015

1.3

MILLION ANNUAL
VISITS TO THE JCC

\$1
of every
\$6

in operating expenses
supports financial
assistance

6,216

HOURS OPEN EACH YEAR

- 3 times traditional 9-5 business
- 3 months of 24/7 camp operations

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 Southwestern PA 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



Jewish Community Center of Greater Pittsburgh • 5738 Forbes Avenue • Pittsburgh, PA 15217

OFFICERS*

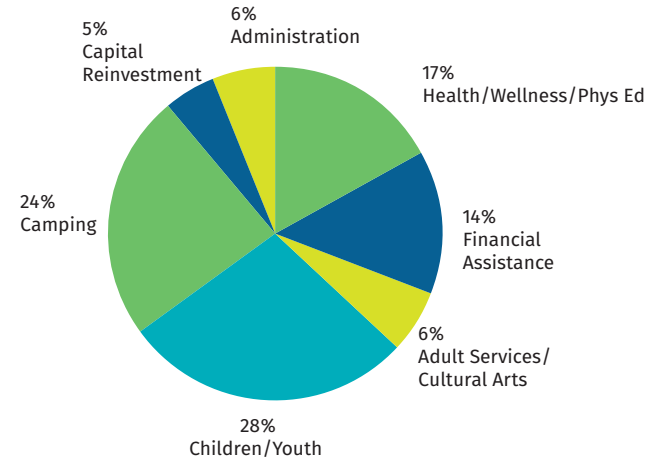
Marc Brown
CHAIR OF THE BOARD
Samuel W. Braver
VICE CHAIR
Carole S. Katz
VICE CHAIR
James S. Ruttenberg
VICE CHAIR
Hilary S. Tyson
VICE CHAIR
Kenneth T. Segel
TREASURER
William S. Goodman
ASSISTANT TREASURER
Stefani Pashman
SECRETARY
Merris Groff
ASSISTANT SECRETARY
Jeffrey B. Markel
IMMEDIATE PAST CHAIR
Brian Schreiber
PRESIDENT AND CEO
Rachel H. Marcus
ASSOCIATE EXEC. DIRECTOR

BOARD OF DIRECTORS*

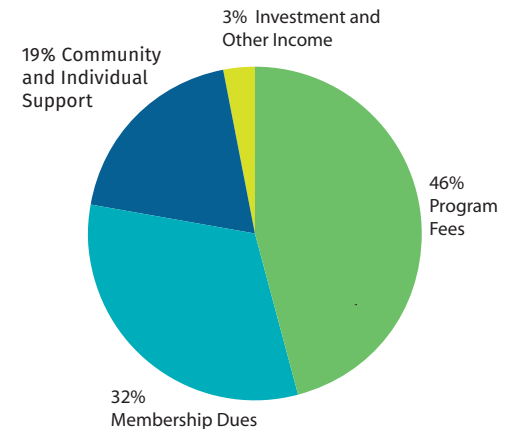
Henry Blaufeld
Joshua M. Farber
Jack M. Friedman
Jeffrey Galak
David A. Glickman
Alan B. Gordon
Ina K. Gumberg
Richard M. Guttman
Larry Honig
William H. Isler
Ellen P. Kessler
Rona K. Kitchen
Douglas W. Kress
Brian Lamfrom
Scott D. Leib
Louis B. Plung
Todd E. Reidbord
Audrey Russo
Scott E. Seewald
Lori B. Shure
Eric R. Smiga
Rebecca Tobe

*Fiscal year 2016

FISCAL YEAR 2015 FINANCIALS (AUDITED)



EXPENSES



REVENUE