



JCC is for  
Everybody



## DEAR FRIENDS

When we say the “JCC is for Everybody,” we affirm that the words we use reflect the values we hold and actions we take. The JCC exemplifies building community and applying the Jewish values of hospitality to be welcoming, tolerant and accepting. We have never taken that principle for granted and are even more determined to demonstrably fulfill that message each day.

One example of this is our membership policy that explicitly affirms the JCC’s openness, regardless of race, religion, national origin or special need. Over the past several years, the JCC has seen more individuals who would broadly consider themselves to be ‘gender non-conforming’ seeking inclusion in JCC programs and services. In response, this year our Board of Directors updated our membership policy to reflect our current practice and add an explicit statement that affirmed our commitment to inclusion regardless of sexual orientation, gender identity and gender expression.

We continually strive to evolve as a dynamic organization, adaptive, expansive and exciting, responsive to rapidly changing times. Our JCC serves the needs of our community, 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 to individuals of all ages. We are here for people of all socio-economic means, providing robust financial assistance to enable a wide spectrum of the population to benefit from our services.

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

*James Ruttenberg, Chair of the Board*

*Brian Schreiber, President and CEO*



## EARLY CHILDHOOD

- The Squirrel Hill and South Hills Early Childhood Development Centers, with enrollment of more than 300 students, provided an enriched environment that melded best practices in Early Childhood and universal values, with a focus on exploring those values through a Jewish lens. Families and children were engaged as active partners in learning, and the emotional and social development of all children remained the priority in preparing them for kindergarten and beyond.
- Outreach that builds community and support for new families continued apace through My Baby and Me “Sing and Schmooze” and PJ Library programs. Family Place Open Playtimes, Kindermusik, sports and yoga classes provide additional enrichment for very young children and their families.

- Nearly 1,400 children are now enrolled in PJ Library, supported through the Jewish Federation of Greater Pittsburgh and the Harold Grinspoon Foundation, an increase of 95% over four years. PJ Library Ambassadors conducted more than 60 programs this year that engaged hundreds of subscriber families.

## CHILDREN AND FAMILIES

- More than 3,500 children were engaged throughout the year in JCC activities ranging from sports programs, swim lessons and teams, dance and creative movement, fitness and wellness training, and educational and fun enrichment classes.
- Clubhouse, our after-school program providing enrichment, homework support and care for more than 115 children and youth, was licensed through the Pennsylvania Department of Human Services.

- More than 150 children and adults with diagnosed physical and intellectual disabilities participated in JCC programs including the Early Childhood Development Centers, Clubhouse, Teen and Young Adult Center, Jewish Singles Support Network and JCC day and resident camps.

**EXEMPLAR:** Justin Jones, a JCC member, was honored for swimming at the 2017 ESPY awards with the Arthur Ashe Courage Award. Jones began in the after-school program when the JCC was the only provider of inclusion for children with special needs and later became a Special Olympian, training at the JCC.

## TEENS AND JEWISH LIFE

- The JCC provided employment to 424 teens and young adults on a seasonal and year-round basis.

- With the mission to “connect, lead, learn and repair,” the JCC’s Department of Jewish Life continued to engage over 500 teens in one or more programs. Programs include J Line Teen Learning, Diller Teen Fellows, HaZamir International Jewish Teen Choir, Teen Leadership Council, Peer Engagement Interns, teen basketball coaches training in gender violence prevention, and Goldston Teen Philanthropy.

**EXEMPLAR:** The J-Serve day of teen volunteering, in partnership with more than 25 organizations, included 340 teens who volunteered at nearly 20 locations within Pittsburgh, making it the largest J-Serve event in the entire country. Teens volunteered by helping prepare meals for the hungry, preparing urban gardens to provide better access to fresh fruits and vegetables, playing bingo with the elderly, and packing medical supplies.







## CAMPS

- Emma Kaufmann Camp (EKC) is one of eight camps nationally selected by the Foundation for Jewish Camp to participate in the multi-year Hiddur initiative, a pilot project aimed at helping overnight camps more effectively deliver Jewish educational experiences to campers and staff that align with each camp's unique mission.
- EKC continued annual partnerships with both Children's Hospital and Circle Camps, this year alone serving 153 children with transplants and children who are grieving for a lost parent.
- James and Rachel Levinson Day Camp, building on the success of its previous summer, expanded its camp program to include bike riding, outdoor adventure and nature trailblazing. At J&R, our *Middot* (Jewish values) program continues to provide a major impact as more than 350 bracelets have been handed out to individual campers for exemplary value achievements.
- Participation in week-long Specialty Camps, which offer opportunities for children to focus on specific topics in a camp setting, grew to more than 100 campers. Children attended more than 20 camps including Computer Camp with Hi Tech Learning, Outdoor Adventure Camp at J&R, Art Camp with Hatch Studios, Soccer with Challenger Sports, Basketball with Pittsburgh Bullets, and a South Hills favorite—Wet & Wild.

**EXEMPLAR:** Israeli culture continues to be a vital component of EKC life, where both Israeli campers and *shlichim*, or emissaries, integrate among American campers and staff. This past summer, as part of the Jewish Federation's Partnership2Gether program, 15 Israeli campers (approximately age 14) from Karmiel/Misgav attended EKC for a three-week session of camp. Over the past four summers, 55 Israeli campers and 38 *shlichim* have come to Emma Kaufmann Camp.



## HEALTH AND WELLNESS

- A cadre of talented instructors and innovative programming that appeals to members of all ages and a wide range of interests and fitness levels has grown our Group Exercise program to an average of more than 550 unique participants each month, with many participants taking more than one class each week.
- The JCC continued to support healthy behaviors through its acquisition of new fitness equipment, including technologically advanced and adaptive pieces, fulfilling Guf Bari V'Shalem (healthy and whole body) from the writings of the revered 12th century rabbi and physician Moses Maimonides.
- Our South Hills branch increased its overall aquatics staffing complement, adding a new Assistant Aquatics Director, and expanded its aquatics programming with additional Water Babies classes, adult swim lessons and swim clinics.
- More than 6,800 older adults stayed fit with programs through SilverSneakers® and Silver&Fit.

## ADULTS

- AgeWell at the JCC, a nationally accredited Senior Center, piloted an expanded Aging Mastery program entitled Caregiver Aging Mastery through a successful application to the Pennsylvania Department of Aging, resulting in one of the largest program grants in the Commonwealth. The expanded Aging Mastery program, a product of the National Council on Aging, served 80 older adults.

- Elder Express, a program of AgeWell at the JCC, provided more than 6,000 rides last year.
- 116 senior adults, high school and college students accumulated more than 4,800 volunteer 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 10,000 senior adult clients. Of the clients, 94% 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" continue to successfully live in the community despite their frailty; 83% of AgeWell clients successfully avoided hospitalization and 86% avoided emergency room visits. AgeWell Pittsburgh clients have more healthy, independent lifestyles than Medicare recipients nationwide.

**EXEMPLAR:** AgeWell Pittsburgh is the 2017 winner of the Lodestar Foundation Collaboration Prize—a national award designed to spotlight exceptional models of permanent collaboration among nonprofit organizations. This partnership, which supports older adults and their caregivers in leading healthy and independent lives, received the grand prize from a pool of 400 applicants.







## ARTS, EVENTS AND ADVOCACY

- The American Jewish Museum exhibited *Being Good; Archie Rand: Sixty Paintings from the Bible; and Rochelle Blumenfeld: The Hill District*. 170 people attended 18 exhibition tours. 495 people attended three artist receptions. 241 people enrolled in two distinct exhibit-related Osher classes. 26 University of Pittsburgh's Drawing II students collaborated with the AJM during the *Being Good* exhibit.
- More than 110 children and teens sang and danced in four musical productions through the year, entertaining some 1,700 audience members.
- Big Night: Big Prom raised more than \$600,000, a record, and had more than 900 attendees. Funds raised enable many individuals to participate in the JCC's quality programs. More than \$3 million is given in scholarship assistance each year; 1 in 3 JCC members pays reduced fees for membership and programs.
- Purim was celebrated with gusto, with more than 800 attending the Snyder Family Purim Carnival in Squirrel Hill and the South Hills Jewish Pittsburgh Carnival at the JCC South Hills, hosted with three synagogues, Chabad and South Hills Jewish Pittsburgh.
- The JCC continued its regional advocacy as part of Pre-K for PA's initiative to promote greater opportunity for quality early learning in our Commonwealth. We also continued sustained engagement in mentoring and educating our youth in reducing gender violence throughout the region.

## CAPITAL: REINVESTING IN INFRASTRUCTURE

In the decade since our Facilities Master Plan was developed to meet the unprecedented level of growth and scope of operations that the JCC has been experiencing, some \$22 million has been invested in facility improvements. This year, the Master Plan was updated with three phases encompassing nine strategic projects over the next five years.

### PHASE I

- Squirrel Hill: Modernizing "Main Street," the community's town square
- 21st Century "Customer First" Technology Solutions
- Reducing Our Carbon Footprint
- Emma Kaufmann Camp: A new, multipurpose winterized facility for specialty activities

### PHASE II

- South Hills Early Childhood Development Center wing update
- Emma Kaufmann Camp waterfront transformation
- Monroeville Family Park: creating a carbon neutral footprint and energy sustainability projects

### PHASE III

- Fitness and Wellness for 2022
- Emma Kaufmann Camp: Teen Village Renovation

→ \$3

MILLION IS GIVEN  
IN SCHOLARSHIP  
ASSISTANCE EACH YEAR

31,000 ←

NUMBER OF PEOPLE SERVED YEARLY

## COMMUNITY IMPACT

\$22

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

6,216

HOURS OPEN EACH YEAR

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

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

7,000+

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



11

LANGUAGES SPOKEN IN OUR EARLY  
LEARNING CENTERS



19,765 JCC Members

\$1  
of every

\$6

in operating expenses  
supports financial  
assistance

1/3

of all senior adult  
members are over age 85

1.3

MILLION ANNUAL  
VISITS TO THE JCC



## 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 is open and accessible to everyone, regardless of age, race, religion, national origin, sexual orientation, gender identity, gender expression or special need by welcoming individuals of all backgrounds, embracing their uniqueness and diversity under our communal tent.*

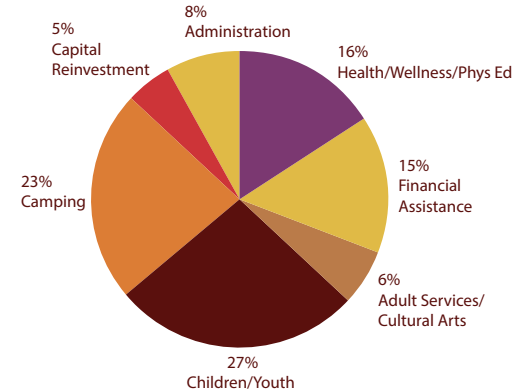
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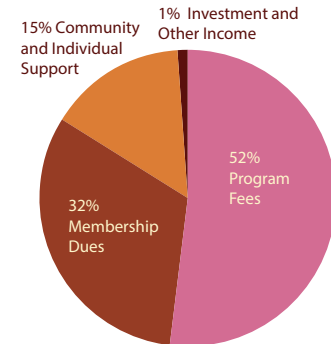
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 \*FY 2017

## FISCAL YEAR 2016 FINANCIALS (AUDITED)



## EXPENSES



## REVENUE



Beneficiary Agency of  
 Jewish Federation  
 of Greater Pittsburgh

