

# NURTURING PEOPLE CONNECTING COMMUNITY EACH DAY THROUGH EVER YOUNG INSPIRED BY JEWISH VALUES



ANNUAL REPORT 2018 • JEWISH COMMUNITY CENTER OF GREATER PITTSBURGH




## DEAR FRIENDS

Through words and deeds, we reaffirm our commitment to meaningfully engage our diverse and vibrant community.

The words of our mission statement articulate who we are, our values and our goals. Our lay and professional leadership framed a new mission statement this year to articulate our core values in 13 words:

Nurturing People  
 Connecting Community  
 Each Day  
 Through Every Age  
 Inspired By Jewish Values

Whether you read it from top to bottom or vice versa—these words represent our “why,” the inspiration for our work and our aspirations for serving our community.

As for deeds, this report provides a snapshot of thousands of activities we have provided over the past year—for newborns to centenarians, from all walks of life and abilities, and of all socio-economic means, whom we have welcomed.

Our newest initiative, the Center for Loving Kindness and Civic Engagement, was formed with the goal to strengthen the fabric of community by amplifying the long-held values of “love your neighbor as yourself” and “do not stand idle while your neighbor bleeds.” Over the past year, we partnered with dozens of interfaith and community groups to provide a unique platform for the community for learning and dialogue about complex issues in contemporary society—racism and bigotry, immigration and environment.

Words and deeds embody how we strive to continually evolve as a dynamic organization—adaptive, expansive and exciting, responsive to rapidly changing times. We are grateful for the support we receive from you, our community—our members, guests, donors, volunteers, foundations and partners—that inspires us to fulfill our words in deeds, now and for the future.

*James Ruttenberg, Chair of the Board*

*Brian Schreiber, President and CEO*





# NURTURING PEOPLE

## EARLY CHILDHOOD

- The Squirrel Hill and South Hills Early Childhood Development Centers, guided by the concepts of "Inspired Exploration, Universal Values, Collaborative Journeys," provided an enriched program for more than 315 students. As a Sheva Lab Community and part of an initiative of JCC Association for an innovative approach to early childhood education, ECDC melds 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.
- More than 1,000 individuals participated in "Sing and Schmooze," Family Place Open Playtimes, Kindermusik classes and other My Baby and Me programs, which focus on outreach to build community and provide support for new families. Aquatics, sports and dance classes provided additional enrichment for very young children and their families.
- Enrollment in PJ Library in Pittsburgh, a flagship program of the Harold Grinspoon Foundation that provides the gift of free books to families raising Jewish children, has grown to more than 1,700 children. PJ Library, a program of the Jewish Federation of Greater Pittsburgh in partnership with the JCC, strives to help families build their Jewish community regardless of affiliation and has held over 70 programs and engaged over 350 unique families.

These engagement numbers are a direct result of larger community programs as well as neighborhood-based programs held by our four PJ Library Ambassadors throughout the Pittsburgh area.

## CHILDREN AND FAMILIES

- More than 3,500 children were engaged in JCC activities ranging from sports classes, teams and leagues, swim lessons and teams, dance and creative movement, musical theater productions, and developmentally appropriate fitness and wellness training. School days off programs provided critical support to working families. Kids Nite Out, the monthly Saturday night program, at the South Hills branch pioneered Sleepover at the JCC, with 62 kids staying for the night.
- Clubhouse, our after-school program providing enrichment, homework support and care for 120 children and youth, renewed its focus on health and wellness with the kids' "walking bus" from schools and bus stops to the JCC and classroom time with a nutritionist. The program was awarded a grant by the Ladies Hospital Aid Society to continue building on this health and wellness initiative.
- 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.





# CONNECTING COMMUNITY



## CAMPS

- JCC camps, guided by the adage “Connections, Values, Growth, Fun,” prepare the next generation for the journeys that lie ahead. The camp continuum begins in our Early Childhood Development Centers, which provide an experience appropriate for the youngest children, through traditional James and Rachel Levinson Day Camp and South Hills Day Camp, and specialty camps at all three Pittsburgh-area sites, to our overnight Emma Kaufmann Camp, where campers grow and develop as counselors and leaders.
- JCC Day Camps provided more than 600 campers—an 8% increase from the previous year—with several new activities including 9 Square in the Air, ga-ga pit, an expanded home for Karmiel at the Kove including a fully-enclosed outdoor play area, a brand new ropes course element, and an expanded middot (values) program, welcoming community leaders to show the campers how values are put into action every day.
- Week-long Specialty Camps provided focused experiences to more than 125 children through programs including American Ninja Warrior, Animal Planet, Drone, Soccer, Basketball, Tennis and a South Hills favorite—Adventure Camp.

- EKC initiated an “unplugged” electronics policy, added specialties and camper choice periods each day, and added many new activities including an overnight out-of-camp trip for second-year, second-session teens, a new golf program with visits to a local golf course, a new onsite disc golf course, a foam party for Sabra and First Experience, and swim teams and swim leagues for most units.
- Israeli culture is integrated into EKC life through several initiatives. As part of the Jewish Federation’s Partnership2Gether program, 17 Israeli campers from Karmiel/Misgav attended EKC for a three-week session of camp and 7 shlichim (emissaries) came to EKC. In 2007, EKC became the first overnight camp in the JCC movement to develop a leadership and experiential Israel seminar for all counselors-in-training. Now called staff-in-training, more than 500 have participated, including 32 SITs last summer.
- EKC continued annual partnerships with both Children’s Hospital and Circle Camps, serving 160 children with transplants and children who are grieving for a lost parent.





## TEENS

- The JCC's Department of Jewish Life and The Second Floor, dedicated to fostering teen confidence and empowerment through enriching Jewish experiences, engaged 792 teens in one or more programs, a 20% increase in just 24 months. Programs include J Line Teen Learning, Diller Teen Fellows, Moving Traditions, Teen Tikkun, The Peer Engagement Internship, The Samuel M. Goldston Teen Philanthropy Project, J-FEST on Darlington, and more, with the vision that "teens feel validated, accepted, and appreciated for who they are and actively engage with their interests now and in the future."
- The J-Serve day of teen volunteering, in partnership with 24 organizations, included 327 teens who volunteered for 24 different service projects within Pittsburgh, making it one of the largest J-Serve events in the entire country. Teens volunteered by helping prepare meals for the hungry, packing toiletry kits for the homeless, making craft kits for patients at Children's Hospital, playing bingo with senior citizens, cleaning up Squirrel Hill streets, and more.

# EACH DAY

## HEALTH AND WELLNESS

- The JCC continued to support health and wellness through innovative programming and continued updating of equipment, including technologically advanced and adaptive pieces for all ages and abilities, fulfilling the value of Guf Bari V'Shalem (healthy and whole body).
- Talented instructors and dynamic classes have grown our Group Exercise program to an average of 735 registrations each month, with many participants taking more than one class each week.
- A member's blog about her fitness journey inspired a new concept in small group training—Fitness Foundations, for individuals who are unsure how to begin. The "Trainer vs Trainer" initiative also engaged individuals at both JCC locations in small group training, which provides a more personal and customized approach to fitness.
- The South Hills Fitness Center received a major refresh that included new equipment, new dance studio floor, fresh paint, and new programs including Spartan Fitness and Youth fitness and wellness classes.
- More than 6,800 older adults stayed fit with programs through SilverSneakers® and Silver&Fit®.



# THROUGH EVERY AGE



## ADULTS

- More than 1,125 older adults were registered with AgeWell at the JCC, a nationally accredited Senior Center that offers services and programs that help seniors stay fit—physically, mentally and socially—by offering a range of nationally recognized evidence-based health and wellness programs throughout the year.
- Elder Express, a program of AgeWell at the JCC, provided almost 5,700 rides last year.
- 115 senior adults, high school and college students accumulated almost 6,000 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 & Community Services and the Jewish Association on Aging, served more than 10,000 senior adult clients. Of the clients, 97% maintained or improved their functioning in areas that are otherwise correlated with nursing home admissions and loss of independence; 94% of clients who have been deemed “nursing home eligible” continue to successfully live in the community despite their frailty. AgeWell Pittsburgh clients have more healthy, independent lifestyles than Medicare recipients nationwide.

## ARTS AND EVENTS

- American Jewish Museum exhibits including *Out of Many: Stories of Migration*; *Chutz-Pow: Superheroes of the Holocaust Youth Survivors*; and *Paintings of the Cosmos By Jerry Segal: I Am But Dust and Ashes: For Me The World Was Created*, engaged more than 1,200 individuals through programs, classes and collaborations.
- Big Night: Kick Off Your Boots, the JCC’s 12th annual Big Night fundraising event, was a rodeo of fun, with a lasso artist, mechanical bull, line dancing and almost 1,000 cowgirls and guys attending. The JCC raised more than \$550,000 through the event; funds go to programming and scholarships that enable many individuals of all ages to participate in the JCC’s quality programs.



# INSPIRED BY JEWISH VALUES

## JEWISH LIFE AND ADVOCACY

- In the first year of the JCC's Life and Legacy program, 18 pledges were made, adding to the many Legacy Society members who made a deep commitment to endow the JCC for the next generation.
- "EKC's Tush Push," the JCC's first crowd-funding campaign, raised \$43,372—101% of its goal—in less than one month to replace benches in the Emma Kaufmann Camp amphitheater, an outdoor sanctuary for Shabbat services and all-camp activities.
- The JCC Center for Loving Kindness and Civic Engagement, launched this year with the goal to strengthen the fabric of community by amplifying long-held values to "love your neighbor as yourself" and "not stand idle while your neighbor bleeds," engaged more than 1,000 individuals through innovative educational and civic engagement programming. Highlights include "Forum on Fossil Fuels," attended by 180 individuals with 20 organizations represented, and "Shine the Light with Social Justice Disco," a concert premiering social justice songs by Liz Berlin of Rusted Root and jazz singer Phat Man Dee, attended by 320. The CFLK initiative received the JCCs of North America Biennial Program Award in the category of Strengthening the New Jewish Community.

- South Hills Jewish Pittsburgh, launched in 2014 by the Jewish Federation of Greater Pittsburgh, transitioned to the JCC South Hills branch in January. The organization, a catalyst for Jewish community building, to date has engaged more than 20,000 South Hills individuals collectively through programs, activities and events, some held at the JCC South Hills.

## CAPITAL: REINVESTING IN INFRASTRUCTURE

In the 11 years since our Facilities Master Plan was developed to meet the unprecedented level of growth and scope of operations that the JCC continues to experience, more than \$23 million has been invested in facility improvements.

This year marked substantial progress for several projects identified in the Master Plan.

- Funds have been secured for the "Main Street" modernization in Squirrel Hill. The \$1.7 million update of the main floor corridor in the Kaufmann building begins in September 2018.
- Over \$1 million of work also begins at Emma Kaufmann Camp in September, including housing for specialists and senior staff, lakefront improvements and new specialty areas.



## COMMUNITY IMPACT



MILLION IS GIVEN  
IN SCHOLARSHIP  
ASSISTANCE EACH YEAR



NUMBER OF  
PEOPLE  
SERVED  
YEARLY



JCC  
COLLABORATIONS  
WITH OTHER  
COMMUNITY  
ORGANIZATIONS  
TO ADVANCE  
OUR MISSION



HOURS OPEN EACH YEAR

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

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Joshua M. Farber  
*Assistant Secretary*  
Brian Schreiber  
*President and CEO*  
Marc Brown  
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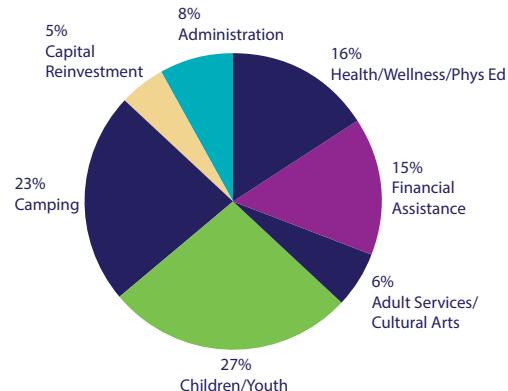
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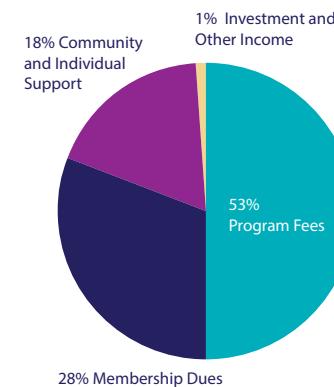


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## FISCAL YEAR 2017 FINANCIALS (AUDITED)



### EXPENSES



### REVENUE