



JCC ANNUAL REPORT 2018-19



CONNECTING
COMMUNITY



NURTURING
PEOPLE

EACH DAY

THROUGH
EVERY AGE



We stand
with our
neighbors

CPGH Center for Loving Kindness

We stand
with our
neighbors

CPGH Center for Loving Kindness

INSPIRED BY
JEWISH
VALUES



DEAR FRIENDS,

What a year it has been.

We grew—in the number of members and guests walking through our doors to participate in a full array of activities, and events.

We delivered—quality programs and services that met the needs and interests of more than 32,000 people from all walks of life who entered our doors.

We kept up with change – remodeling entry areas, enhancing security at all facilities, and making new investments at our day and resident camps

We broadened our presence in the community through our Center for Loving Kindness.

And in response to the horrific events of October 27, 2018, we were there to fill our role as “helpers” and neighbors as we will continue to be in the months and years to come as we heal and come together to offer the gift of normalcy and resiliency without fanfare and without disruption.

That’s what we do: We continually evolve as a dynamic organization—adaptive, expansive and exciting, responsive to rapidly changing times and unexpected challenges.

We are most grateful for the unprecedented support we received from you, our community—our neighbors, members, guests, donors, volunteers, foundations and partners—that enables us to fulfill our mission.

We are inspired to build an even better future in the year ahead

James Ruttenberg, *Chair of the Board*

Brian Schreiber, *President and CEO*

A stylized, handwritten signature in white ink, likely belonging to James Ruttenberg, consisting of a series of loops and a long horizontal stroke.A handwritten signature in white ink, likely belonging to Brian Schreiber, written in a cursive style.

JEWISH LIFE AND ADVOCACY

- The JCC Center for Loving Kindness was a focal point of more than **18,000** interactions through its programming, which is framed with the goal of redefining neighbor as a moral concept.
- Following the October 27, 2018, Tree of Life tragedy, the JCC and its Center for Loving Kindness served as a crisis response center and hosted vigils, counseling and community support.
- The Center for Loving Kindness sponsored Parkland to Pittsburgh—Three Days of Healing, Resilience and Community Building—with students, teachers, parents and community members from Marjory Stoneman Douglas High School, Parkland, Florida.

EARLY CHILDHOOD

- ECDC provided an enriched program for **320** students.
- My Baby and Me provided community and support for more than **3,000** individuals through programs including Family Place open playtimes, Schmooze 'n Sing and Kindermusik.
- Enrollment in PJ Library in Pittsburgh, a program of the Harold Grinspoon Foundation that provides free books to families raising Jewish children serving **1,000** families in Pittsburgh, has grown to almost **1,700** children.

CHILDREN AND FAMILIES

- JCC activities provided skills, connection and fun for more than **3,500** children and their families.
- Critical support for working families was provided through the after-school Clubhouse and school days off programs for **120** children.
- Enrichment and support was provided for more than **100** children and adults with diagnosed physical and intellectual disabilities.



CAMPS

- EKC participated in a national survey which documented the psychological benefits of teens living without their smartphones at overnight camp.
- J&R Day Camp and EKC launched new teaching kitchens to provide our campers with holistic strategies to improve the way they eat.
- A 1-week Girls On the Run specialty camp provided campers with skills needed to navigate their worlds and establish a lifetime appreciation for health and fitness.
- With funding from The Staunton Farm Foundation, JCC camps launched initiatives to broaden inclusion and create awareness about invisible disabilities and fear of missing out (FOMO).
- Over the last two years, the number of unique campers participating in traditional JCC day camping has grown by **10%**.

TEENS

- **70+** teens visited Israel during summer '19 through EKC's Staff in Training program and Diller Teen Fellows.
- The JCC's Department of Jewish Life and The Second Floor engaged **880** teens in one or more programs, an 11% increase from the previous year.
- The 13th annual J-Serve day of teen volunteering included **325** teens who volunteered for **18** different service projects, totaling in **1625** hours of service.



SPORTS & RECREATION

- **50** children from JCC Swim Teams competed in the 10th Annual Jack Morris Invitational Swim Meet.
- The JCC South Hills partnership with McConnell Basketball Academy invigorated youth recreational programming.
- Swim lesson registrations grew, reflecting increased awareness of the JCC's quality instruction and facilities.

HEALTH AND FITNESS

- Adult fitness participation grew: Group Exercise registrations rose **8%**, to an average of **2,970** each month and in January, **1,639** personal training sessions were conducted, a record.
- To foster lifelong healthy behaviors in our youth, the JCC increased fitness offerings tailored for pre-teens and teens, and participation by that demographic grew to record numbers.

ARTS AND EVENTS

- The American Jewish Museum exhibited "I Lived. We Live. What Did We Miss?" a photographic representation of stories of young Black men in Hazelwood who were lost to gun violence.
- Big Night U, the JCC's annual fundraising event, raised more than **\$550,000**; funds go to scholarships that enable many individuals of all ages to participate in the JCC's programs.





ADULTS

- The number of older adults who stayed fit with programs through SilverSneakers® and Silver&Fit® grew to **8,363** individuals.
- More than **1,170** older adults were registered with AgeWell at the JCC; **1/3** are over age **85**
- Elder Express provided **5,020** rides last year.
- J Cafe served **26,413** hot kosher lunches to older adults.
- AgeWell Pittsburgh, a collaboration of the JCC, JFCS and the JAA, served more than **10,000** senior adult clients.

CAPITAL: INFRASTRUCTURE

- The **\$1.5** million renovation of the Squirrel Hill main corridor transformed the center of the community into the 21st century.
- Improved ease of access and security enhancements at both Squirrel Hill and South Hills facilities included new turnstiles and doors.
- More than **\$1** million of work at EKC included housing for specialists and senior staff, lakefront improvements and new specialty areas.
- At Henry Kaufmann Family Park, a **\$200,000** remodeling of the Rotman Lodge kitchen created a full teaching kitchen.

COMMUNITY IMPACT

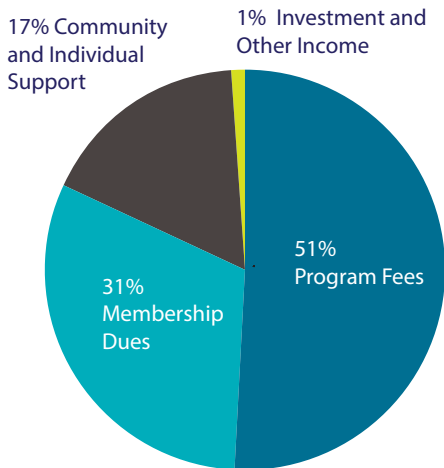
\$3.2 million is provided in scholarship assistance each year

21,480 JCC members; **35,500** people served yearly

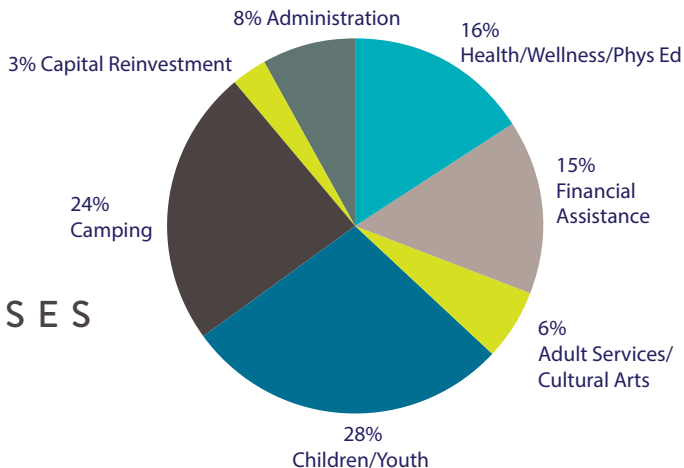
6,216 hours open each year; **372** collaborations and partnerships

FISCAL YEAR 2018 FINANCIALS (AUDITED)

REVENUE



EXPENSES



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5738 Forbes Avenue
Pittsburgh, PA 15217
JCCPGH.org