

JCC STATE OF MIND

HAPPY. HEALTHY. WHOLE.



**JCC
PGH**

JEWISH COMMUNITY CENTER OF GREATER PITTSBURGH

ANNUAL REPORT 2020-2021

Dear Friends,



William S. Goodman,
Chair of the Board



Brian Schreiber,
President and CEO

Futurist Bob Johansen’s quote “The future will reward clarity and punish certainty,” has been the JCC’s unofficial mantra of this year. It is a metaphor of what we have aspired to be during the past 18 months living with Covid-19—to double down on our commitment to meet community needs as safely and as flexibly as possible.

From the earliest days of the pandemic, the JCC restarted and recalibrated its engine to address a laundry list of ongoing and emerging needs—creatively, safely and resourcefully to the best of our ability. This annual report demonstrates the impact we are capable of achieving despite the ambiguity of today’s operating environment. The inevitable pain points have been superseded by increasing moments of joy, satisfaction, and rugged determination

to recover, rebuild and restore who we are and who we can be driven by the words of our mission—Nurturing People, Connecting Community, Each Day, Through Every Age, Inspired By Jewish Values.

The accomplishments of this year would not be possible without the 100% effort of our lay and professional leadership, who demonstrate their commitment to our mission and core values by word and by deed.

We offer an enormous shout out to more than 1,000 individual donors and hundreds of corporate and foundation benefactors who continue to provide additional support during this time of fiscal uncertainty and compressed earned revenues.

To the leadership of the Jewish Healthcare Foundation and the Jewish Federation of Greater Pittsburgh who

have provided unprecedented support and a philanthropic backstop to allow us to serve the community without interruption—thank you!

Israel’s first Prime Minister, David Ben-Gurion, is quoted as saying “The difficult we do immediately. The impossible takes a little longer.”

We continue to operate in the difficult, but with an eye on making the impossible possible—one child under our care at a time, one teen experience at a time, one overnight or day camper at a time, one more delivered meal at a time, one more virtual engagement webinar at a time.

Thank you for continuing to stand by us and dream with us. We look forward to better times ahead.

William S. Goodman, Chair of the Board
Brian Schreiber, President and CEO



Happy

"My son went to EKC for the first time and was excited but came home a true 'camper'! He is already counting down the days until next summer and can't wait to get together with the friends that he made. The counselors were so sweet when we left and said that they better see him next year and he tried things at camp that he had originally said that he didn't want to do (like tubing and zip lining). He loved every minute of camp and it was such a positive experience for him!"
—Parent of EKC camper

"The JCC program has been a life saver—or at least a job and mental health saver. It has probably been the single most positively impactful element of our COVID experience. I'm not sure there's a way to adequately convey how grateful we are that the JCC set this program up with diligence, attention to detail, safety, and warm counselors."

—Parent of All Day at the J participant

High quality programs and services providing fun, learning and community were adapted to continue supporting working families and individuals.

EARLY CHILDHOOD

- **200** Children were enrolled in Early Childhood Development Centers in Squirrel Hill and South Hills during the school year; **130** enjoyed a summer camp experience.
- ECDC Educators' hourly wage was adjusted to be more than **36%** higher than average for child care workers in Pennsylvania; **100%** of full-time educators are provided with health benefits.

CHILDREN, TEENS AND FAMILY

- **158** Children from **27** different schools enrolled in All Day at the J, an in-person program in Squirrel Hill and South Hills supporting school-age children learning virtually.

SUMMER CAMPS

- **610** Campers attended J&R Day Camp and South Hills Day Camps, which both went to waiting lists due to capacity limits. Specialty Camps in Squirrel Hill provided **185** campers with focused experiences in Performing Arts and STEAM.
- **547** Campers attended Emma Kaufmann Camp. Carefully choreographed safety protocols enabled each camper and staff member to experience the life-changing transformation that only Jewish overnight summer camp can provide.
- **46** Teens experienced the Israel seminar and leadership program. Since 2006 the program has served **548** EKC staff-in-training participants.

191,600 hours of summer camp fun in 2021



Healthy

"I would like to thank the staff at the South Hills JCC for providing a clean and safe environment for both my teenage daughter and 91 year-old father to swim at your pool. We appreciate your care, concern and willingness to help in any way from using the app to protocols set in place when they arrive."

—JCC member

"JCC Fitness pivoted quickly to continue serving us, and has been so creative and responsive over the past year. The virtual classes are amazing. But I really love the live classes in the garage—even when the temps are LOW! . . . I feel so lucky to have an vibrant and responsive JCC in my community. "

— JCC Member

The JCC innovated to continue providing opportunities to help our community stay active and engaged, whether in person or at home.

STAYING FIT

- As many as **208** Virtual JCC Online LIVE Classes per month
- **1,147** In-Person outdoor and indoor classes in the past year; many held year-round in the Squirrel Hill garage
- **26,412** Reserved Lap Swim sessions from June 15, 2020 to June 15, 2021

STAYING ENGAGED

- **1,412** Participants in the Virtual Senior Academy as of July 31, 2021.
- **677** VSA classes held since March 13, 2020, **143** of them taught or facilitated by JCC staff

**3,730,000 calories burned by
JCC members in group exercise
classes January-August 2021**



Whole

"I have been receiving the food prepared by the competent and caring individuals at the JCC. It has sustained me for all the months of this wretched pandemic. It is nutritious, delicious, and ample. I feel fortunate and grateful. Thank you all so much."

—AgeWell at the JCC Meals-to-Go participant

"Thank you so much for the summer food program you do for kids. . . . My kids got so excited about the food each time I'd come home with it. My underweight two-year-old had always refused milk but started drinking it in the little containers you provided. And both my kids loved the little snack bags and creative treats."

—Summer Food Service participant family

Evolving services and engagement opportunities addressed the unique needs of the pandemic environment for a community that is in desperate need of support and meaningful connections.

FOOD INSECURITY

- **73,399** AgeWell at the JCC Meals-to-Go and Meals Delivered to vulnerable older adults since March 2020
- **16,583** Free lunches provided to children through the Summer Food Service Program

BLOOD DRIVES

- **1,630** Donations helping nearly **4,900** patients, in partnership with Vitalant

470,616 hours of high-quality child care provided to working families this past school year

PANDEMIC SUPPORT

- COVID Testing: **19** testing sessions / **2,932** tests provided
- COVID Vaccinations: **51** sessions and **10,214** vaccinations provided in partnership with Squirrel Hill Health Center, Allegheny Health Network and UPMC

HELPING OUR NEIGHBORS

- **2,496** Volunteer hours to pack and deliver meals
- **19,690** Checkmates check-in telephone calls and emails since March 2020
- **209** Hours volunteered by teens through the 2021 annual J-Serve day of community service
- **72** individuals participate in the JCC's Center for Loving Kindness UPstander volunteer program; many UPstanders made **3,000+** registration and reminder phone calls to neighbors for Covid vaccines and helped staff vaccine clinics as **5,000+** doses were administered.
- **45** Individuals stopped by to talk during one of **20** Canopy Conversations held by the 10.27 Healing Partnership
- **59** Community presentations to organizations by the 10.27 Healing Partnership were attended by **1,370** individuals



challenges and change

Membership and program revenue negatively impacted by covid
Closures have been reduced by

\$15 MILLION

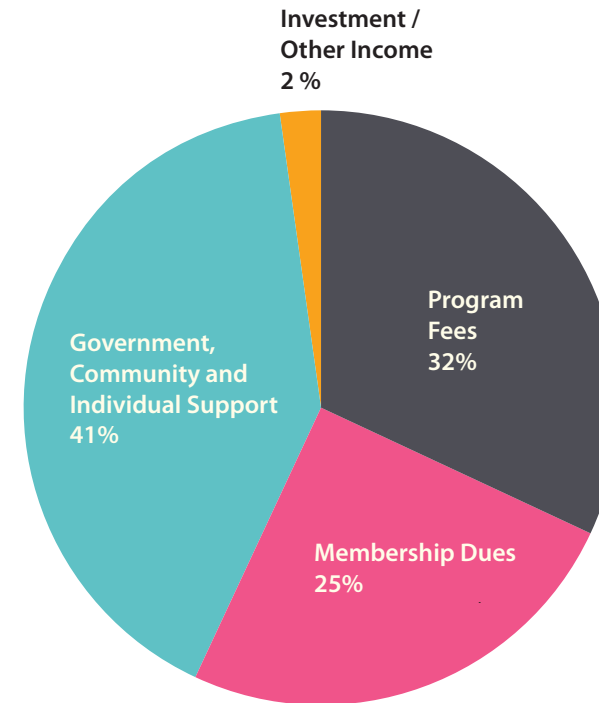
IN THE LAST 18 MONTHS

\$2.4 million given in financial assistance in FY2020

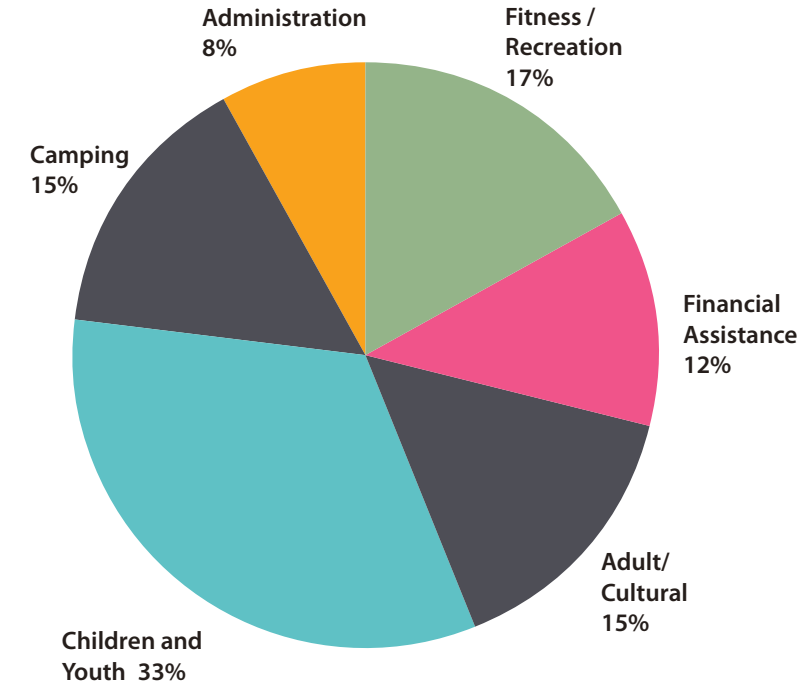
- **\$250,000+** of increased costs for enhanced sanitation, PPE equipment and HVAC updates to allow for improved ventilation
- **\$150,000** additional staff costs to administer health screenings
- **\$125,000** to reconfigure and adapt spaces for use throughout the pandemic including technology upgrades and creating outdoor fitness environments

Information in this report is as of August 2021

Fiscal Year 2020 Audited



REVENUE



EXPENSES

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NURTURING PEOPLE
CONNECTING COMMUNITY
EACH DAY
THROUGH EVERY AGE
INSPIRED BY JEWISH VALUES

Many Thanks to the Jewish Federation of Greater Pittsburgh, the Jewish Healthcare Foundation and all our community partners, for their exceptional support.



United Way of
Southwestern Pennsylvania

Beneficiary Agency of
Jewish Federation
OF GREATER PITTSBURGH



JCC Association
of North America



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