



LIVING OUR MISSION

Annual Report 2011
Jewish Community Center of Greater Pittsburgh



MESSAGE FROM LEADERSHIP



Thanks to our active, involved and dedicated Board of Directors and professional staff, we are continually empowered and challenged to fulfill our mission, to demonstrate our core values and to set a standard of excellence for the community.

The JCC's Board of Directors and a specially created blue ribbon task force took initial action toward a vision to guide the JCC over the next decade. We envision the JCC providing a more dynamic environment for ideas, impact and meaning, while affirming our ongoing commitment to provide a multitude of experiences to individuals and families for personal meaning and growth. Our newly adopted written educational goals and guidelines to enhance programs and redefine a framework for *kashrut* (Jewish dietary laws), Shabbat and holidays at the JCC reflect an expansive and pragmatic approach to our diverse community. We are committed to building a Center where a cross section of individuals—from the religiously observant to the most secular of all backgrounds and faiths—can meet, be engaged and find community.

The community we strive to create grows and thrives in a welcoming environment. Using data from the first two annual Benchmarking surveys, we have developed and implemented ongoing customer service training, bringing awareness and the practice of this key aspect of our mission to new levels.

Our scholarship model is built upon a tradition of providing for those who are in greatest economic distress while safeguarding their confidentiality and dignity. In the past five years, direct financial assistance has doubled, with the JCC postponing other priorities to ensure that we are taking care of those who need our help the most. The JCC follows a similar approach toward serving other populations—vulnerable older adults, individuals with special needs, and teens at risk.

As we continue to serve the community with distinction, we are ever mindful of how we incorporate mission and core values into our daily practices, “Living Our Mission” at the JCC.

Brian Schreiber, President and CEO

Jeffrey B. Markel, Chair of the Board

The Jewish Community Center of Greater Pittsburgh continues to evolve as an innovative and responsive provider of programs and services to the community, reflecting the Agency's commitment to its Vision, Mission and Core Values. During the past year, JCC members experienced major enhancements in customer service, new programs such as J Cafe and K'hillah (community), outreach programs to underserved and unaffiliated families, upgraded communications via the JCCPGH.org website and social media, and continuing dedication to meeting critical needs of the community.

EARLY CHILDHOOD

The JCC meets and anticipates community needs for child care, for early childhood education that prepares young children for school, and to support young families' developmental, social and parenting skills. Highlights of the year include:

- With nearly 350 children enrolled in the Squirrel Hill and South Hills programs, the Early Childhood Development Centers received Prestigious STAR designations and accreditation by the National Association for the Education of Young Children.
- The Squirrel Hill program is expanding the number of Toddlers classes by 33% to respond to increased demand in this age group.
- The department is initiating a new early literacy and language acquisition program specifically designed for children who are not native English speakers or face other risk factors for school readiness.
- More than 200 young families attended Family Shabbat Dinner programs, part of the JCC's new *K'hillah* initiative.

CHILDREN AND YOUTH

The JCC is home base for hundreds of children and teens, providing after school and school days out programs and educational and fun activities that foster healthy social interactions and personal growth. Highlights include:

- More than 3,200 children and teens learned and played sports, acted in musicals, learned lifelong healthy fitness and wellness behaviors, enjoyed school days off, volunteered, and participated in community activities at the JCC.
- For the 27th summer, the JCC participated in the JCC Maccabi Games®, sending 15 young athletes to Philadelphia in August. The teens joined 1,200 Jewish teens from many nations to share in the fun of a world-famous, Olympic-style event.
- The JCC participated in Allegheny County's Summer Food Service Program for the third summer, serving hot, kosher lunches to more than 400 youth ages 18 years and under.
- The JCC served children and adults with special needs through the Early Childhood Development Centers, Clubhouse after-school care, Teen Center program for adolescents, day and overnight camps, and related programs.



SUMMER CAMPS

The JCC, provider of summer programs for children and teens for more than 100 years, is a regional leader in summer camps. Highlights include:

- More than 2,100 children and adolescents were served in JCC day and resident camps.
- The JCC provided nearly \$250,000 in camp scholarships; one in four camp scholarship recipients is from a single-parent family.
- The JCC's Emma Kaufmann Camp hosted its largest group of campers ever, with 424 campers attending the second session. During a summer with several heat waves, campers especially appreciated the newly dedicated John and Leatrice Wolf Aquatics Center and adjoining Gillman Pavilion.
- Since the program began in 2006, more than 220 EKC Counselors-in-Training have traveled to Israel as part of the camp's leadership development program, with newly endowed support from The Philip Chosky Charitable and Educational Foundation.
- Over 300 teens and young adults were employed this summer as junior counselors, senior counselors, specialists and unit heads in JCC camps.
- The Edith L. Trees Charitable Trust provides support at JCC camps for children with special needs, impacting more than 200 children each summer; continued collaboration with the John Merck Unit of the Western Psychiatric Institute and Clinic enables many children with developmental disabilities to participate in camp.



ADULTS AND SENIORS

The JCC is a partner in the AgeWell Pittsburgh consortium that provides critical support to enable older adults to maintain healthy, independent lives, with support from the Jewish Healthcare Foundation. Daily kosher lunches, fitness classes and education, cultural activities and services create an important social and recreational environment for seniors. Highlights include:

- The JCC's J Cafe kosher lunch, funded with a competitive nutrition grant from the Pennsylvania Department of Aging, opened to the entire community and in its first year, averaged more than 100 meals a day.
- The JCC is one of three senior centers in Allegheny County selected to be part of the Area Agency on Aging Performance-Based Contract Pilot Program to assist the Department of Human Services in the development of performance measures and performance-based contracts that lead to clearer and more definable results for senior community center participants.
- AgeWell Pittsburgh implemented the Protective Factors Screening Tool™, screening more than 4,000 senior adults and providing information and referral services to help them maintain their independence. AgeWell Pittsburgh continues to grow, now serving more than 10,000 senior adults.
- During hot spells last summer, the JCC served as a "Cooling Island" by extending Senior Center hours, providing bottled water, and serving record crowds in the J Cafe. The JCC also serves as a "Warming Place" during winter months. During these times, staff and Checkmates volunteers reach out to seniors to ensure that they have adequate services.



- With the support of the Buncher Family Foundation, 74 JCC English-as-a-second-language students were able to participate in cultural field trips to enhance socialization and language skills.

FITNESS AND WELLNESS

The JCC offers state-of-the-art fitness equipment, innovative personal training programs, comprehensive swim and aquatics exercise programs, and sports for all ages in conjunction with wellness initiatives such as massage services, cardiac rehabilitation, and classes in yoga, Pilates and Alexander Technique. Highlights include:

- Working from a Road Map to Health developed in-house, the JCC is incorporating an increasingly holistic approach to fitness and wellness programming that spans each individual's entire life cycle.
- New adaptive exercise equipment was added to the large roster of machines in the JCC's Centerfit.
- As many as 100 people each week take Group Centergy, which incorporates yoga and Pilates and complements the many other cardio and strength classes, workouts and personal training offerings.

COMMUNITY, ARTS AND EVENTS

The JCC's function as a community center reaches into many fields of interests, from the visual and performing arts to special events. Highlights include:

- The JCC-South Hills celebrated Chanukah with all three South Hills congregations in attendance, gathering more than 150 people for singing, candle lighting and festivities.
- The JCC hosted close to 400 individuals in the third *Tikkun Leil Shavuot*, an evening of communal, multi-denominational learning in partnership with the Agency for Jewish Learning and the Jewish Federation of Greater Pittsburgh.
- The American Jewish Museum received prominent recognition for the exhibit *Too Shallow for Diving: the 21st Century is Treading Water* with a grant from the National Endowment for the Arts. *Too Shallow*, along with the exhibit *A Painter's Legacy: The Students of Samuel Rosenberg*, attracted more than 10,000 viewers and participants in outreach programming.
- The *K'hillah* program, led by JCC Jewish Educator Rabbi Donni Aaron, welcomed individuals and families to special Shabbat celebrations, workshops and discussions.
- More than 125 youth participated in middle and senior high school and Performing Arts Camp musical performances, attracting combined audiences of more than 2,500 people.

BUILDING TO CAPACITY

The JCC adapts its physical facilities and operating practices to meet the changing needs of the community. Highlights include:

- As part of its core value to welcome all people within the JCC “tent,” the agency expanded service delivery on Shabbat and Jewish holidays. The announcement was made as part of the Jewish Educational Goals and Guidelines developed by lay and professional leadership.
- The continuing focus on improved customer service, based on analyses of two Benchmarking surveys, led to effective trainings that empowered staff to create personal connections with members.
- JCC digital communications are reaching members and building relationships in fast-growing numbers. In the past year, the JCC has developed:
 - Eleven Facebook pages, now reaching more than 3,500 followers
 - Two Twitter pages with more than 500 followers; the “Following Chelsea” Twitter page is followed by people throughout the United States
 - An extensive email database with more than 10,000 addresses, with a bounce rate averaging less than ½%
 - The JCC’s YouTube channel, uploaded frequently with new videos produced in-house, with more than 15,000 channel views
 - The JCC-produced EKC trailer and music video “Are You Ready?” went viral, posted to more than 1,000 personal Facebook pages and clocking almost 9,000 views on YouTube in less than a week
 - Use of JCCPGH.org grew dramatically, posting 500,000 page views and 140,000 visits with 75,000 unique visitors since going live in August 2010. The JCC’s mobile website has had more than 15,000 mobile visitors since it was launched in May.

FUNDRAISING AND SCHOLARSHIPS

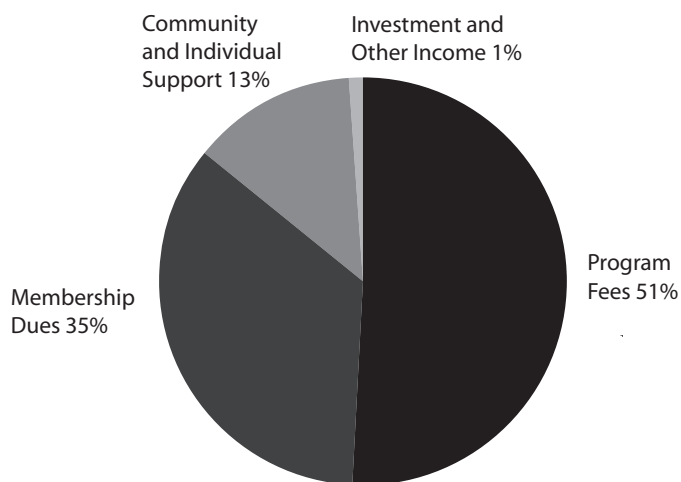
The JCC, to assure quality programming and that every individual can participate regardless of financial ability, recognizes the support of its many donors.

- The JCC met the demonstrated needs of its members and the community, providing over \$1.1 million in direct assistance, a 6% increase from the previous fiscal year, enabling individuals to participate in community center life. This figure has more than doubled in the past five years, demonstrating both the dramatic increase in need by members of our community and the JCC’s commitment to respond to that level of need.
- Participation of JCC staff in the “three-way” campaign of giving to the JCC Annual Fund, the Jewish Federation of Greater Pittsburgh and United Way of Allegheny County rose to its highest level ever, demonstrating staff support of JCC funding and community building partners.
- The JCC’s fifth annual Big Night, *Peace, Love & the IKCs*, honored John M. Wolf, Sr. for his lifetime of service to the JCC. Attended by 900 guests, the event netted more than \$200,000 to benefit the JCC’s Annual Fund.

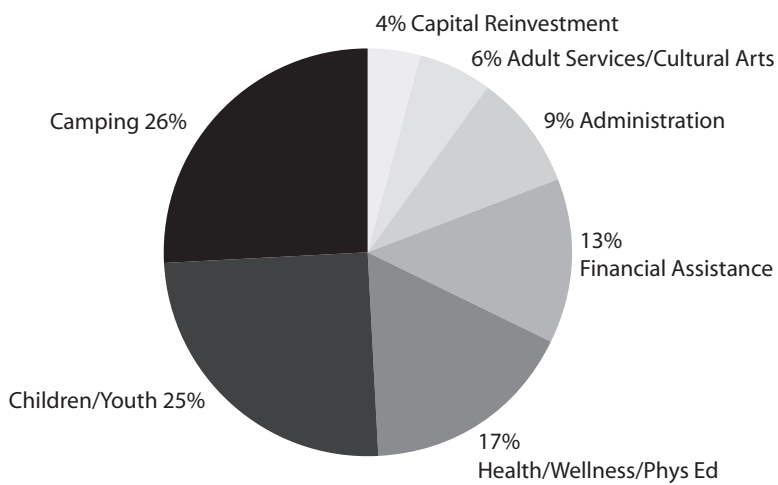




FISCAL YEAR 2010 FINANCIALS (AUDITED)



REVENUES



EXPENSES

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**Term ends August 31, 2011*



**Jewish Community Center
of Greater Pittsburgh**
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JCCPGH.org

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 of Greater Pittsburgh provides a gateway to help Jews 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 Jews associating with each other in a warm, supportive environment.
- We foster meaningful connections to the land of Israel, the 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.



AWARD FOR EXCELLENCE
IN HEALTH AND HUMAN SERVICES



Beneficiary Agency of
Jewish Federation
OF GREATER PITTSBURGH



UPMC HEALTH PLAN
Where you belong.

The JCC receives major funding from the Jewish Federation of Greater Pittsburgh, the United Way of Allegheny County and the Jewish Healthcare Foundation.

Membership at the JCC is open to everyone regardless of race, religion, national origin or special need.