



# ANNUAL REPORT

## 2019-2020



Jewish Family & Children's Services  
of Northern New Jersey





## EXECUTIVE BOARD

**Rachel Scheff**  
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*Vice President*

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*Vice President*

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**Andrew Kent**

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**Sue Ann Levin**

**Geoffrey Lewis**

**Gail Loewenstein**

**Beth Nadel**

**Susan Nagler**

**Jeffrey Rotenberg**

**Diane Seiden**

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## SENIOR STAFF

**Susan Greenbaum, LCSW**  
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*Chief Operating Officer*

**Peter Rudolph**  
*Chief Financial Officer*

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*Office Manager/Assistant to CEO*

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**Suad Gacham**  
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**Sandra Leshaw**  
*Director of Re-Launch Career Services*

**Allison Limmer, LCSW**  
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**Libi Michelson**  
*Director of Marketing*

**Patricia Stoll**  
*Director of Senior Services*





## MESSAGE FROM THE CEO

### This has been quite a year.

While we have always known how essential we are to the northern New Jersey community, the coronavirus pandemic has presented us a timely lesson in self-awareness. Our role as a premier social service provider has been solidified through the work of our staff, Board, and volunteers, supporting our community's most vulnerable during this time of crisis. Their unwavering commitment and endless compassion are a profound example of our agency's mission in action, and we are humbled by their selflessness.

To set the context, though, JFCS had been growing and blossoming in many ways during our 2019-2020 Fiscal Year. We completed our Strategic Plan, and our staff and leadership were actively engaged in actualizing the fourteen objectives of this roadmap for the next three to five years. We increased our capacity to raise the funds needed to operate the mental health and social service safety net that our northern New Jersey community relies on. Our visibility and impact expanded in virtually every service area, and the Annual Gala had raised more money than it had in three years. Then, the Pandemic hit.

The uniqueness of these circumstances is that we have all been affected, in some way, by this pandemic. We grieve, worry, celebrate, and persevere alongside the thousands of clients we serve. Yet I do not believe that this vulnerability weakens us, but rather deepens our understanding of the challenges our clients face. It brings us together, enhancing our connectivity and relation to others in ways never thought before.

Despite the obstacles this crisis has placed on our path, I believe JFCS will come out stronger from it. I am so proud of what we have accomplished this year.

To our northern New Jersey community: we are here for you, now and always.

*Susan Greenbaum, CEO*

*“Thank you JFCS for your Friendly Visitor program. My father was a widower, and he was getting quite lonely and isolated. He was paired with an amazing volunteer from your Friendly Visitor program. His mental health really improved, and it was really special for our whole family. He’s recently passed away, but I want to say how thankful I am that you were there for him.” - LS*



TO CARE FOR THOSE  
WHO ONCE CARED  
FOR US IS ONE OF THE  
HIGHEST HONORS

— TIA WALKER

## SENIOR SERVICES

Helping enhance the quality of life for  
our community’s seniors at home



751

SENIOR CLIENTS  
SERVED

- Holocaust Survivors Support Services
- Café Europa
- Dental Assistance for Holocaust Survivors
- Care Management
- Kosher Meals on Wheels
- Wolff Caregivers Respite Program
- In-Home Assessments
- Friendly Visitors
- Telephone Reassurance
- In-home Counseling
- Aging and Disability Resource Connection
- Shabbat Meals



EFFECTS OF COVID-19

53% INCREASE IN RECIPIENTS



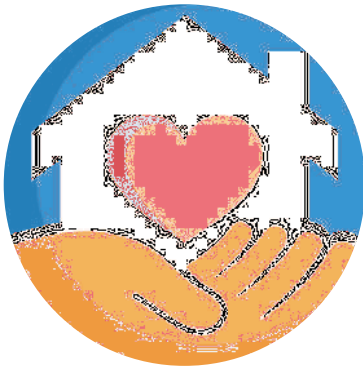
*"I take care of an elderly Holocaust survivor who wants to keep kosher but cannot cook anymore. Your Kosher Meals on Wheels program provides her balanced nutritious meals, and has been such a big help to both of us. Thank you!" - JM*

49,000+

KOSHER MEALS ON WHEELS DELIVERED

319

RECIPIENTS RECEIVED MEALS



102,000

HOURS OF HOMECARE FOR HOLOCAUST SURVIVORS



325

HOLOCAUST SURVIVORS RECEIVED SERVICES



5,600

HOURS OF CARE MANAGEMENT

*“My son was acting out in school so we came to JFCS for therapy. Our therapist used play therapy to get to the root of his issues. The difference the therapy made in my son's life (as well as the whole family's) is unbelievable. Thank you so much.” - ES*



DISCOVERING THE TRUTH ABOUT OURSELVES IS A LIFETIME'S WORK, BUT IT'S WORTH THE EFFORT

— MR. ROGERS

## MENTAL HEALTH SERVICES

Providing compassionate mental health support and psychotherapy for children, adolescents, adults and seniors facing life's challenges

- Individual, Family and Couples Therapy
- Play Therapy
- Group Therapy, Support Groups, Training and Psycho-Educational Workshops
- Tailored Services for Children and Adolescents

JFCS is licensed by the NJ Department of Health for Mental Health





EFFECTS OF COVID-19

20% INCREASE IN CLIENTS



SUPPORT GROUPS

- 2nd Generation Holocaust Survivors
- Art of Aging
- Bereavement Group
- Clergy Support Group
- Coping with Aging Parents
- Israeli Women's Support Group
- Nechama Comfort
- Social Skills Groups
- Wolff Caregivers' Group

622

CLINICAL CLIENTS



NEW FOR COVID-19

- Group for Adult Children who Lost a Parent to COVID-19
- Group for Healthcare Workers and First Responders
- Group for People Who Lost A Spouse/Partner to COVID-19
- Mental Health Support Line
- Weekly Community Mental Health Talks



13,000+

CLINICAL HOURS



30%

OF CLIENTS ARE UNDER 18

*"Going to therapy at JFCS has been a lifesaver! I've struggled with severe anxiety for decades, but I only recently had the courage to ask for help. My clinician is kind and patient with me as I work through my concerns. You have truly changed my life for the better. I feel very blessed to have found you. Thank you." - JR*

*“My husband and I are out of work due to COVID-19, and we’ve been struggling. We didn’t expect the pantry could meet our dietary needs, since we keep kosher and gluten-free. But when we came to pick up the groceries there was plenty of kosher meat and gluten-free products. Thank you so much for being there for me and my family.” - JW*



WE DON'T  
HAVE TO DO  
ALL OF IT ALONE.  
WE WERE NEVER  
MEANT TO.

-BRENÉ BROWN

## AID & ADVOCACY

Meeting the critical needs of our community's most vulnerable through food assistance, emergency assistance, career counseling, and holistic case management

- **Kosher Food Pantries**
- **Emergency Assistance**
- **Re-Launch Career Counseling**
- **Family Case Management —**  
Assists people in need to access and navigate government benefits and community resources such as food stamps, Medicaid, social security disability and energy assistance, as well as advocate for them when needed. Case management helps clients identify and overcome barriers to self-sufficiency.





*"I cannot stop singing JFCS' praises, because I absolutely LOVE my new job. I was worried because this was a very trying time for me. After working in the same job for 15 years, it was scary to start looking. However, my new job is amazing. Such wonderful people to work with. I really can't even begin to tell you what a blessing this job has been for me. I know I am on the road to a better life for me and my girls, and I truly have you to thank for beginning to pave the way for me." - MI*



EFFECTS OF COVID-19  
**30%**  
 INCREASE IN CLIENTS  


**185**

FOOD PANTRY CLIENTS



**\$8,000**

IN GIFT CARDS DISTRIBUTED



**\$24,500**

DISTRIBUTED IN HOUSING ASSISTANCE

*"I've been underemployed for a long time, but when my husband lost his job, we felt like we were both drowning. Our Case Manager explained everything so clearly, and helped us figure out what benefits we might be eligible for. We are now receiving unemployment insurance and food stamps. When he called to check in on us, I realized how much we appreciate having a case manager. It helps to know we're not alone in this, and that we'll get through. Thank you." - NS*



EFFECTS OF COVID-19  
**33%**  
 CLIENT INCREASE  


**120**

RE-LAUNCH CLIENTS



**30+**

PARTICIPANTS IN RE-LAUNCH BOOT CAMP WORKSHOP

*“I have met a lot of interesting people while volunteering and I love to hear their stories. I usually feel like I am gaining more than I am giving.” - JS*



IF I AM NOT FOR ME,  
WHO IS FOR ME; AND  
IF I AM (ONLY) FOR  
MYSELF, WHAT AM I.  
AND IF NOT NOW,  
WHEN?”

– HILLEL  
ETHICS OF THE FATHERS, 1:14

## COMMUNITY INVOLVEMENT

**JFCS volunteers have a large impact on the vital services provided to the community and enjoy the opportunity to give back to their neighbors**

### **JFCS Volunteer Activities:**

- Bar/Bat Mitzvah projects
- Café Europa
- Club Ed
- Committee Members
- Food Drives
- Food Pantry
- Friendly Visitor
- KMOW Deliveries
- Special Events
- Telephone Reassurance



6,675

VOLUNTEER HOURS  
PERFORMED



EFFECTS OF  
COVID-19

40%  
VOLUNTEER  
INCREASE



*“My children love Club Ed and all the staff love them. I am so very grateful for how committed you are to the children and how good you are to them. As I struggled with my new extended work schedule, I realized that my children would be fine because they have Club Ed. I can’t think of a greater gift to a mother” - CE*



YOU HAVE BRAINS  
IN YOUR HEAD.  
YOU HAVE FEET  
IN YOUR SHOES.  
YOU CAN STEER  
YOURSELF ANY  
DIRECTION  
YOU CHOOSE.

– DR. SEUSS



## CLUB ED

Club Ed engages students and builds confidence through accessible, comprehensive after-school enrichment programming which includes homework help, hands-on creative art, music & dance classes and structured athletic recreation



EFFECTS OF  
COVID-19

WEEKLY ZOOM  
GROUPS AS  
A RESULT OF  
CLOSURE

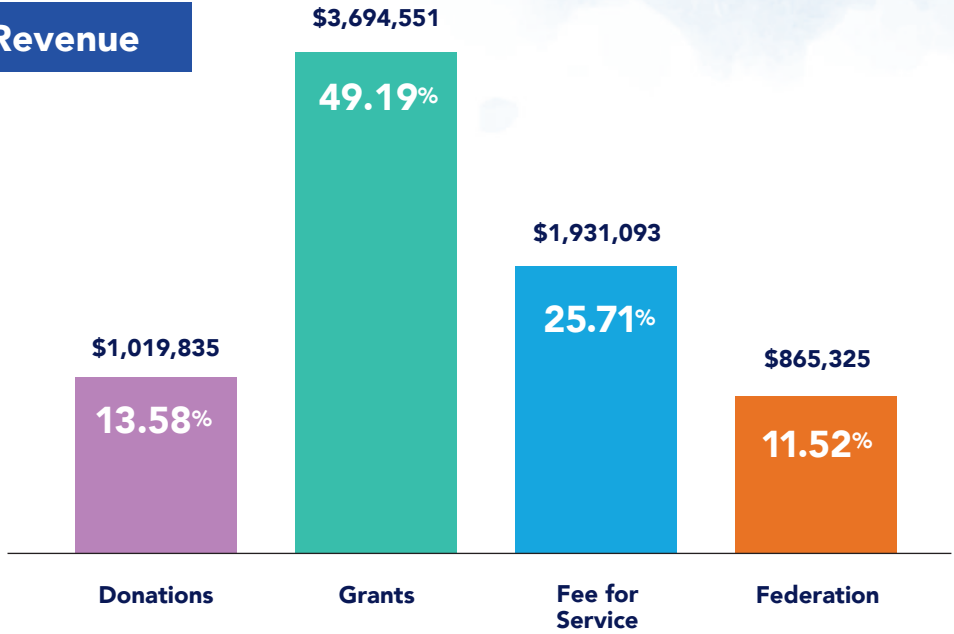


980  
STUDENTS

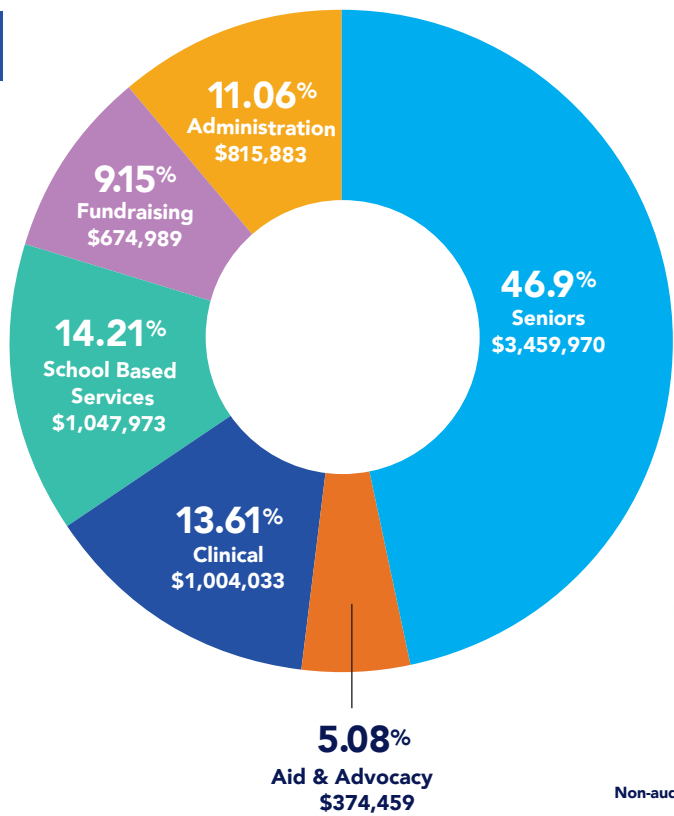
# FINANCIALS



## Revenue



## Expenses



Non-audited numbers, estimated before the end of the fiscal year

# WE ARE GRATEFUL FOR THE SUPPORT OF OUR DONORS

## \$100,000 and above

The Russell Berrie Foundation  
Claims Conference  
Jewish Federation of Northern New Jersey  
Melinda Maidens  
Ellen and Lloyd Sokoloff

## \$25,000 - \$99,999

Nancy and Joshua Gillon  
Feuerstein Maier Family Foundation Henry  
and Marilyn Taub Foundation  
The Van Ameringen Foundation  
Ilene Wolff

## \$10,000 - \$24,999

Roberta Abrams  
Elaine Adler  
Lucille Amster (Deceased)  
Anne J. Caudal Charitable Foundation Beer  
Family Foundation  
Credit Suisse  
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Nechama Comfort  
Northern New Jersey  
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Memorial Fund  
The Wallerstein Foundation for  
Geriatric Life Improvement  
Jennifer Viola and Robert Wolff

## \$5,000 - \$9,999

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Better Together  
Elizabeth Cole and David Kahn  
CTM Media Group  
Eastwick College  
Englewood Health  
Barbara Bender Forkos and Arthur Forkos  
Eva and Leo Gans  
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Arline Herman

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Sharon and Stephen Seiden  
Paula and Lee Shaiman  
Barbara Sugarman  
Temple Emanu-El of Closter, Sisterhood  
The Community Chest  
Valley National Bank  
Frieda and Bob Wallstein  
The Yachad Foundation

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Sandee and Stephen London  
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Wendy and Isaac Shulman  
Benay and Steven Taub  
Winston Towers Jewish Holiday Assoc.  
Wawa Foundation  
Women United in Philanthropy  
Randi and Barry P. Weiss

## \$1,000 - \$2,499

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 Temple Emanu-El Men's Club  
 Mark Teo  
 The Provident Bank Foundation  
 Paja and Louis Wald  
 Shira and Arthur Weiner  
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 Larry Yudelson  
 Susan and Robert Yudin  
 Bryna Zucker-Loewenstein

**\$250 - \$999**

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 Sheara and David Arbit  
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Cory Perlstein  
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Laurie Phipps  
PNC Bank  
Ivy and Joseph Podolski  
Mark Pollack  
Ruth and Bruce Pomerantz  
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Pratt Industries  
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Rand Family  
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Sheri and Ariel Rotenberg  
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Lisa and Elliot Rothschild  
Barbara and Joel Rothstein  
Elizabeth Holland and Gidon Rothstein  
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Kenneth Rubin  
Judy and Nachum Rubin  
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Penny and Yoel Samuel  
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Rachel and William Schwartz  
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Pearl and Harvey R. Sorkow  
Marc Soskel  
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Jill and Charles Wolf  
Heide and Robert Wolk  
Stuart Woody  
Mr. and Mrs. Bernie Yamner  
Ira Zecher  
Dr. and Mrs. Roger Zeeman  
Aliza Zeffren  
Felice Zimmern Stokes  
Melanie and Barry M. Zingler  
Aimee Zipkin  
Barbara and Marc Zitcer  
Joshua Zucker  
Tracy and Bobby Zur  
Dr. and Mrs. Harvey Zymet



# JFCS STRATEGIC PLAN 2019 - 2022



**Mission:** Based upon Jewish tradition and values, JFCS's mission is to strengthen and enhance the well-being of all who call upon us by providing professional and compassionate human services to effectively meet life's many challenges.

**Vision:** JFCS will respond to our community's needs with human services of exceptional quality and be widely recognized as a trusted resource for all the communities we serve.

## STRATEGIC PLAN GOALS

**Goal I: High Impact Services.** Ensure the provision of high-impact human services that are aligned with ever-evolving community needs.

**Goal II: Community Asset.** Position JFCS as a leader and authority on the provision of community-based social services.

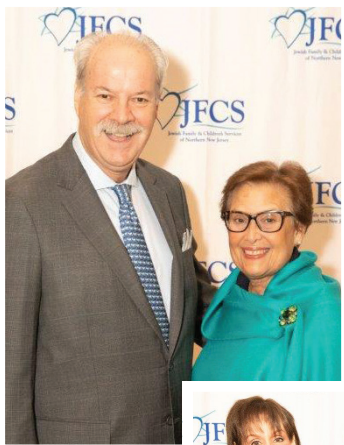
**Goal III: Responsive Real Estate.** Re-calibrate JFCS's real estate portfolio to provide greater access to care for people in need.

**Goal IV: Sustainable Business Model.** Identify, build, and promote programs and services that contribute to JFCS's ongoing financial health.

**Goal V: Governance & Fundraising.** Implement best practices in nonprofit governance and fundraising to enable JFCS to better meet more needs across our geographic area.

# A YEAR IN REVIEW





# THANK YOU TO THE MANY FOUNDATIONS AND CORPORATE SPONSORS FOR SUPPORTING JFCS

