



JFCS

JEWISH FAMILY & CHILDREN'S SERVICES
OF NORTHERN NEW JERSEY

Empowering People. Transforming Lives.

ANNUAL REPORT

2024/2025

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2025-2026 Board of Directors

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Year in Review



FAREWELL FROM OUR OUTGOING CEO

Susan Greenbaum



Dear Friends and Supporters,

As I sit down to write this letter—my final one as CEO of Jewish Family & Children's Services—I am filled with deep gratitude, pride, and more than a touch of nostalgia. After more than 11 years of service (2014-2025), I will be retiring at the close of this fiscal year. It has been the honor of a lifetime to lead this extraordinary organization and to witness firsthand the profound impact we have made together in the lives of so many.

JFCS has always stood as a beacon of compassion, resilience, and hope. Whether supporting families in crisis, caring for our elders, guiding individuals through mental health challenges,

feeding the hungry or housing the houseless, our mission has remained steadfast: to strengthen our Northern New Jersey community by helping people in need.

This past year has been no exception. Thanks to your unwavering support, we expanded our reach, deepened our services, and responded with agility and heart to the evolving needs of our community. In January our Board of Directors adopted a new strategic plan that will serve as a tactical guide, coalescing what we know amid the challenges that we face around growing needs and shrinking resources. Above all, we are at the ready to meet people in need where they are—with dignity, respect, and care.

As I prepare to pass the torch, I do so with full confidence in the future of JFCS. Our dedicated staff, passionate volunteers, and visionary board are more committed than ever to carrying our mission forward. I am also thrilled to welcome Evan Hochberg whose values and vision align beautifully with the spirit of this organization.

To our clients, partners, donors, and friends: thank you. Thank you for believing in our work, for standing with us through challenges and triumphs, and for being part of this incredible journey. Though I may be stepping away from my role, I will always remain a champion of JFCSNNJ and the vital work we do.

With heartfelt appreciation and warmest wishes,

A handwritten signature of Susan Greenbaum in black ink. The signature is written in a cursive, flowing style.

-Susan Greenbaum

A MESSAGE FROM OUR NEW CEO

Evan Hochberg



Dear JFCS Community,

Our work at Jewish Family and Children's Services of Northern New Jersey is an expression of our collective commitment to care for each other.

Behind every program description and impact statistic on these pages is a bold statement, rooted in Jewish values and responsibility, that we together as a Northern New Jersey community proclaim each day through our support of this organization: we are our brothers' and sisters' keepers; we love our neighbors as we do ourselves.

Through the generous financial support and volunteer efforts of community members and the dedication and expertise of our professionals, we care for thousands of our neighbors one person at a time. Together, we provide mental health care for parents, children, and people of all ages, we ensure that Holocaust survivors and older adults live with dignity, we deliver nourishment to seniors and families facing food insecurity, and we help our neighbors ensure that their basic needs are met.

Through our work together, we impart Jewish values to our children, and we spiritually nourish ourselves.

As a long-term resident of Northern New Jersey, I am grateful that the expert caregivers at Jewish Family and Children's Services are ready at any moment to welcome my family and every other family with open arms whenever we need support.

As the incoming CEO, I feel indebted to each of you who has built and sustained this organization. I am grateful to Susan Greenbaum for her years of dedicated, innovative, and skilled leadership.

I cannot wait to learn what inspires you to contribute to and volunteer with Jewish Family and Children's Services, to hear your ideas, and to work together to sustain and grow this organization so that we reach every one of our neighbors who can benefit from our compassionate care.

A handwritten signature in black ink that reads "Evan Hochberg". The signature is fluid and cursive, with a long, sweeping underline.

-Evan Hochberg

OLDER ADULT SERVICES

FY: '24-'25



Older adults in our community have diverse needs—from maintaining safety and independence at home to staying socially connected. JFCS provides the vital support they depend on to thrive and live meaningful, fulfilling lives.



1,292

**OLDER ADULTS
SERVED**



103

**SENIORS WHO RECEIVED
FRIENDLY VISITORS OR
TELEPHONE REASSURANCE**



247,586

**HOURS OF HOME CARE
FOR HOLOCAUST
SURVIVORS**

Program Success: Helping Older Adults Find a Home

A husband and wife, both Holocaust Survivors, had been steadily declining in health and needed support. When they came to JFCS for assistance, their case manager helped them receive an array of essential services (including Kosher Meals on Wheels, access to our food pantry, dental care, and a home health aide). They were living in an apartment, but due to inflation and the overall rise in the cost of living, they would not be able to afford that apartment for much longer. Fortunately, JFCS was able to help them apply and secure an apartment through a local senior housing nonprofit. They were overjoyed and simply said, "It feels like magic."

MENTAL HEALTH SERVICES

FY: '24-'25



Children, adults, and families come to JFCS with a range of mental health challenges. From anxiety and depression to relationship struggles, our clinical team offers a safe, supportive space for healing and growth.



1,199

**MENTAL HEALTH
CLIENTS SERVED**



194

**SUPPORT GROUPS
PARTICIPANTS**



3,893

**INFO AND REFERRAL
CALLBACKS**

Program Success: Relieving Stress for Our Clients in Need

A middle-aged single man was experiencing significant stress and anxiety, along with low self-esteem, stemming from challenges at work. When his boss offered constructive feedback intended to support his growth, he interpreted it as harsh criticism. This triggered intense stress and deepened his negative self-perception. Upon coming to JFCS, his therapist helped him recognize and challenge his negative thought patterns to reduce their emotional grip. He gradually learned to navigate difficult conversations with his boss without becoming overwhelmed. When we last checked in, he reported feeling much more confident at work and expressed gratitude for the stress-management tools he gained through therapy at JFCS.

FOOD INSECURITY SERVICES

FY: '24-'25



The Corner Market Food Pantry is here to support families facing food insecurity. We're committed to offering not just food, but also dignity and compassion. Every client is treated with respect, and their privacy is always protected by our caring, dedicated team.



1,933

**CURRENT CORNER
MARKET CLIENTS**



42,453

**KOSHER MEALS ON
WHEELS DELIVERED**



\$11,931

**DOLLARS IN GIFT
CARDS DISTRIBUTED**

Program Success: Providing a Lifeline Through Tragedy

A mother of two young children had tragically lost her husband, the family's primary breadwinner. Struggling with grief, she soon found herself unable to keep up with bills or provide enough food for her children. In a state of desperation, she reached out to JFCS for help. Her case manager quickly connected her to our Corner Market Food Pantry, which provided immediate relief. Knowing her children would have enough to eat lifted a tremendous weight, easing the constant worry and stress she had been carrying. The mother expressed immense relief knowing that JFCS was there for her family—not only with food, but with emotional support and a judgment-free space to share her struggles. She felt comforted and reassured, deeply grateful that JFCS had her back during such a difficult time.

BASIC NEEDS ASSISTANCE

FY: '24-'25



Whether clients need emergency assistance or career guidance, our dedicated case managers and advisors help them navigate the path forward. In difficult times, it is easy to feel alone, but at JFCS, we ensure every client feels supported, understood, and empowered.



96

RE-LAUNCH
CLIENTS



\$100,013

EMERGENCY ASSISTANCE
DISTRIBUTED



89

FAMILIES RECEIVING
CASE MANAGEMENT

Program Success:

Recognizing Abilities & Inclusion of Special Employees (RAISE)

The RAISE program brings paid employment opportunities and social skills training to neurodiverse adults in our community. Each RAISE participant is a part-time, temporary JFCS employee, and the goal of the program is to help them gain the skills and experiences necessary to secure permanent employment and excel in their jobs. This is an excerpt from a letter written by a former RAISE employee: "RAISE helps us acclimate to workplace norms already in place. This is not particularly easy, but it is essential to our success. Diversity and inclusivity is now a large initiative, and slowly, changes are being made, as our societal differences are being better acknowledged and understood. RAISE helps us all believe and convince the rest of the world that each of us has something priceless to contribute."

JFCS of Northern New Jersey Endowment

Create a legacy for you and your family by establishing a fund or including JFCS in your estate planning to sustain our community for decades to come!

Join Our Growing Legacy Circle!

Roberta Abrams
Anonymous Honorary Board Member
Barbara Bender
Myrna and Yale Block
Shira and Robert Feuerstein
Hope and David Goodman
Helen Graf
Debbie Harris

Arline Herman
Melinda Maidens
Sue Ann Levin
Karen Rappaport
Linda Dombrowsky and Ron Rosensweig
Marcy and Larry Rubin
Rachel and Andy Scheff
Barbara Sugarman

A legacy, or planned, gift is a way to create a permanent legacy for you or a loved one by leaving a bequest to JFCS. A legacy gift can provide support to our community for countless years and ensure that JFCS can continue providing valuable services for future generations.

Established Funds at JFCS

Herman/Scheff Family Endowment
for Mental Health

Helen Graf Family Endowment
for Food Insecurity

Goodman Family Fund

Harry A. Low Fund

Giving an endowment gift to JFCS is a way to create stability for the agency in both the short and long-term. Your endowment fund will grow year over year, providing financial support that will ensure JFCS can continue providing valuable services in perpetuity.

2024-2025 Endowment Board

Rachel Scheff
Board President

Larry Rubin
Treasurer/Secretary

Ariel Bayewitz
David Goodman

Josh Gillon
Ron Rosensweig

“Just as my ancestors planted for me, I too am planting for my descendants.”

- Talmud, Taanit 23a

Benefactor: \$50,000+

Feuerstein Maier Family Foundation
The McCutchen Foundation

Visionary: \$25,000+

Roberta Abrams
Lovey Beer
Anonymous
Nancy and Joshua Gillon
Stephanie and David Graf
Joanne Graf
Jeffrey Rotenberg

Leader: \$18,000+

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Arline Herman
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Ellen and Lloyd Sokoloff
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Advocate: \$10,000+

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Supporter: \$2,500+

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Supporter: \$2,500+ (cont'd)

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Friend: \$1,000+ (cont'd)

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Donor: \$500 - \$999

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Bergen County Department of Human Services, Division of Senior Services
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Citizens Philanthropic Foundation
Daughters of Miriam Foundation
Federal Emergency Management Agency (FEMA)
Gertrude L. Hirsch Charitable Trust
Hudson County Department of Aging & Veterans Affairs, Division of Aging Services
Jewish Federation of Northern New Jersey
New Jersey Department of State, Office of Faith-Based Initiatives
NTEN
Passaic County Department of Human Services, Division of Mental Health and Addiction Services
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The JFNA Center on Holocaust Survivor Care and Institute on Aging and Trauma
The PSEG Foundation
The Sephardic Foundation on Aging
The Slomo and Cindy Silvian Foundation
Veolia North America

STRATEGIC PLAN SUMMARY

This work reflects a shared commitment between board and staff to bring our vision to life, while demonstrating the importance of investing in JFCS. Together, we are increasing community engagement and visibility, building a sustainable funding model, and providing coordinated care that will create lasting impact for years to come. Together, we are shaping a stronger, more vibrant future for JFCS and the communities we serve.

Vision Statement

By 2035, JFCS will go from strength to strength and will be widely known across Bergen, Passaic, and Hudson Counties as the premier provider of essential human services for children, adults, and families in the Jewish community and beyond. With an unwavering focus on mental health, support for older adults, and basic human needs, JFCS will be the provider of choice and the hub of coordinated care across our community. We will continue to serve as a critical safety net for the most vulnerable, ensuring the evolving needs of our community are met with compassion and dignity. To achieve this, JFCS will build a strong and sustainable infrastructure, cultivating a thriving leadership pipeline, deep community engagement, diverse and growing revenue streams, strategic partnerships, and optimally located sites.

Priority Area: **Community Engagement & Visibility**

- Strengthen Marketing Infrastructure/Outreach Strategy
- Build & Launch Jewish Community Partnership Model
- Build & Launch Broader Proactive Community Collaboration
- Develop a Formal Board Leadership Pipeline

Priority Area: **Coordinated Care & Impact**

- Develop & Launch Access Point
- Scale & Focus Program Portfolio
- Conduct Space Planning Assessment

Priority Area: **Financial Sustainability**

- Strengthen Board's Role in Financial Resource Development
- Enhance Individual Giving Program
- Build Up Foundation, Corporate, & Government Relations
- Strengthen & Formalize the Endowment/Legacy Program
- Build & Scale Private Pay Models

Thank you to the foundations and corporate sponsors who support us:



The Slomo and Cindy Silvan Foundation

The Gertrude L. Hirsch Charitable Trust

Anne J. Caudal Foundation, Bank of America, N.A., Co-Trustee

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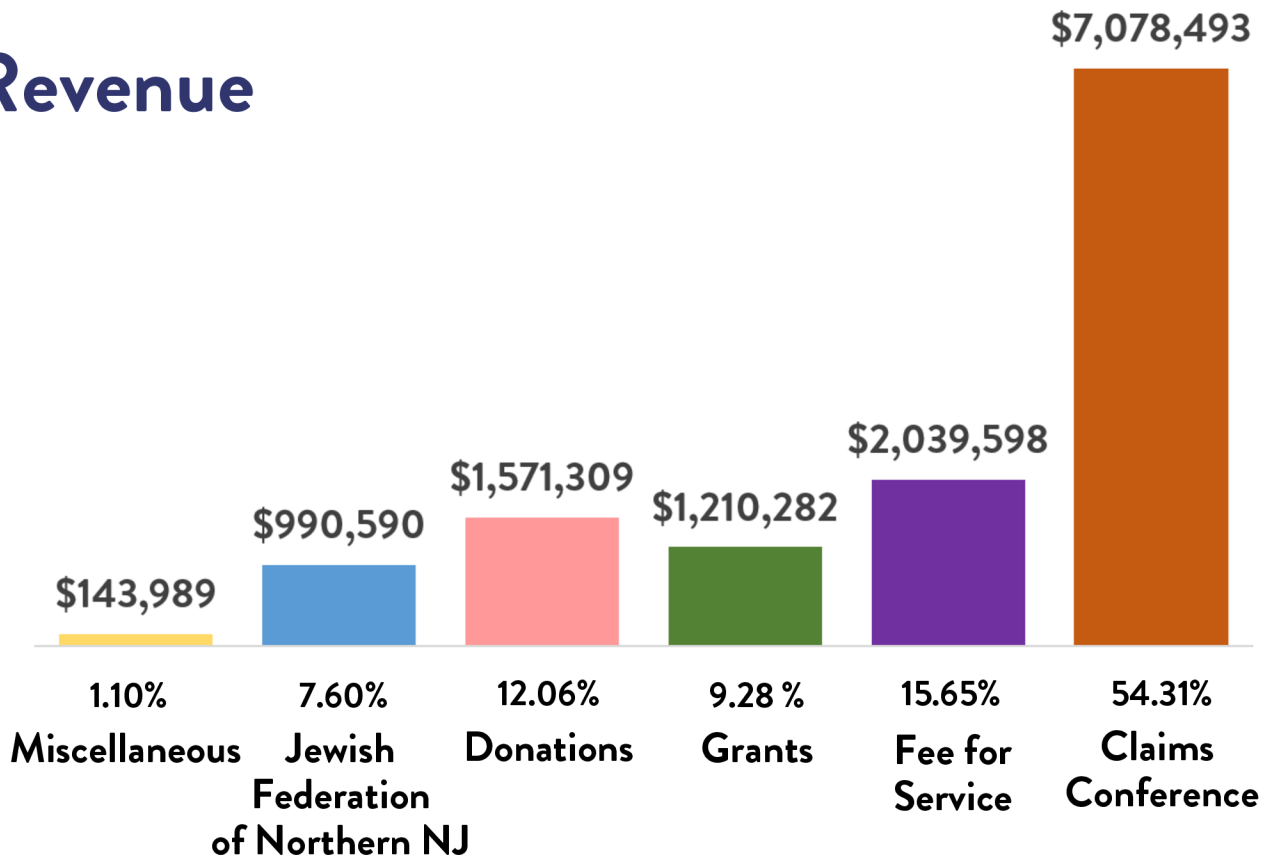
The Dennis Schuman Charitable Foundation

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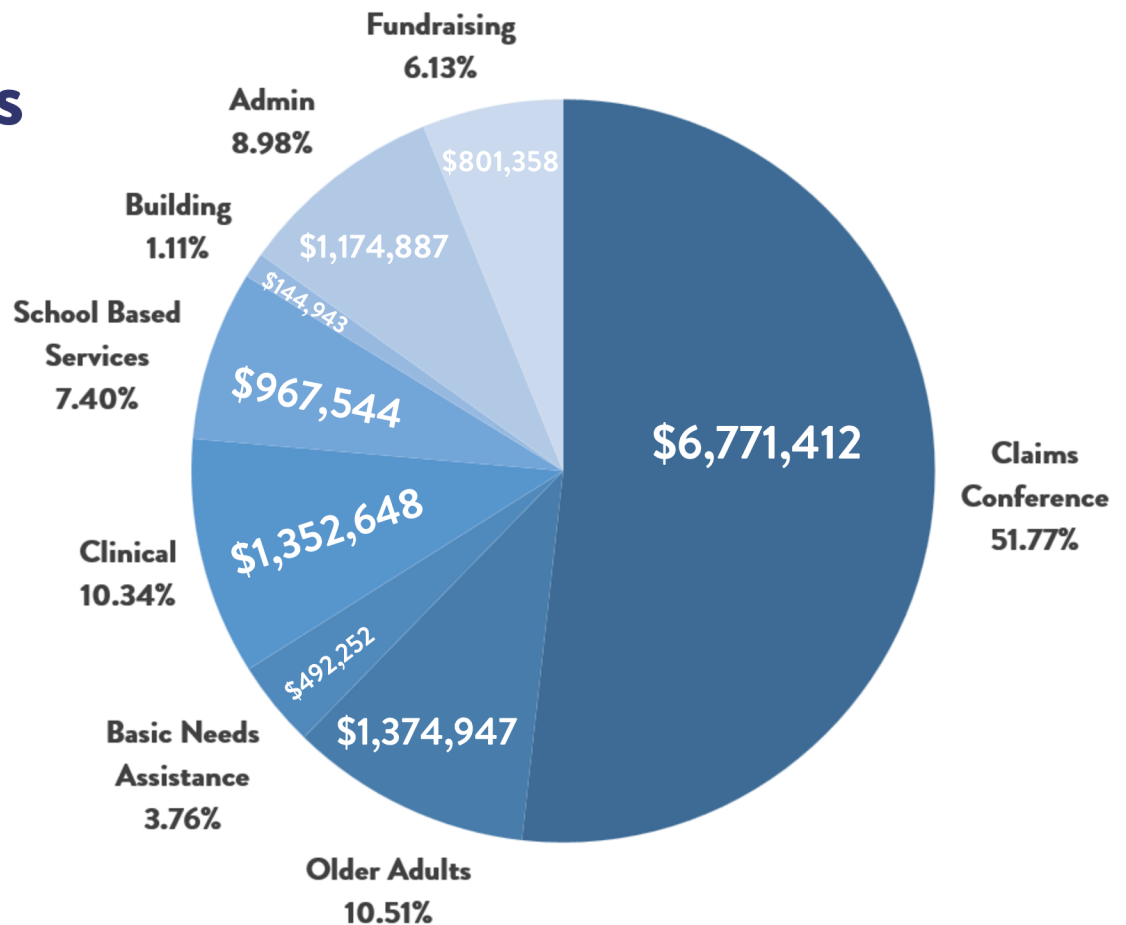


Financials*

Revenue



Expenses



*Estimate of end-of-year unaudited numbers

OLDER ADULT SERVICES
MENTAL HEALTH SERVICES
FOOD INSECURITY SERVICES
BASIC NEEDS ASSISTANCE



SERVING BERGEN, PASSAIC and HUDSON COUNTIES

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