



Jewish Family & Child Service

TREND

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2017-2018 ANNUAL REPORT



“

A true community is not just about being geographically close to someone or part of the same social network. It's about a feeling.

”

Friends,

The past year at JFCS has been one of challenge, change, and renewal.

Thanks to your generosity, **JFCS helped more than 2,000 neighbors solve problems and overcome adversity.**

I'd like to single out a few program highlights:

- *Our Emergency Aid program helped meet the immediate needs of 282 people, particularly with respect to rent and shelter.*
- *We provided local Holocaust survivors with 16,244 hours of homecare services so that they could age in their homes with safety and comfort.*
- *We provided free, in-home counseling sessions to 82 seniors at risk for depression.*
- *Our Disability Support Services program provided life-planning resources to 29 disabled people and their families.*



Over the past year, we've also witnessed **several notable trends** relevant to our community:

- *Holocaust survivors' homecare needs are expanding and some require home modifications to age in place safely.*
- *Despite a rebounding economy, financial stability eludes more and more older adults and their Emergency Aid needs are growing.*
- *The Counseling needs of seniors are rising as increasing numbers experience social isolation and an associated decline in mental and physical health.*
- *A growing number of aging family caregivers need help planning for when they can no longer care for their children with Disabilities.*

Those trends greatly informed the three-year Strategic Plan that JFCS recently completed in conjunction with community stakeholders who generously gave us their time and input.

The Strategic Plan enables us to set JFCS's trajectory over the next three years and add new, thoughtful dimensions to our work. To review the plan, please turn to Page 21.

Finally, I'd be remiss if I didn't speak to the uncertain times in which we live. Rest assured that **JFCS remains guided by our history and our values**, and that we will always stand with those in our extended Jewish family and those who are marginalized in our community.

By standing alongside each other, **we can help ensure that no one stands alone.**

With immense gratitude,

A handwritten signature in blue ink that reads "Lee J. Cordova".

Lee Cordova
JFCS President

PRIORITY: LIVING AT HOME

The average age of the survivors we serve is 83 years and, not surprisingly, we've seen a notable decline in the health of many. To meet their increasing needs, JFCS is ramping up its services.

The vast majority of funds for those services come from the Conference on Material Claims Against Germany (the Claims Conference), which has increased allocations for survivor care. Last year survivors received a 14.4% increase in home care and case management services.

However, Crisis Assistance funds provided via the Claims Conference have steadily declined. Fortunately, a spring JFCS campaign to fill the gap was highlighted in *The Oregonian*, generating a welcome response from Portland and elsewhere.

Over the past year:

- **Home Care** – JFCS provided survivors with 16,244 hours of homecare services, up 12% from the previous year.
- **Crisis Assistance** – Thanks to you, our survivors received hearing aids, dental care, medical supplies, and treatments for chronic pain.
- **Home Modifications** – There has been an upturn in requests for home modifications, including a stair lift, a raised toilet with handles, and a lift chair.

In 2019, JFCS is launching a new initiative to serve Holocaust survivors who live along Oregon's I-5 corridor.

TREND

Holocaust survivors' homecare needs are expanding and some require home modifications to age in place safely.



HOLOCAUST SURVIVOR SERVICES



MAX & MILA: “NOW WE FEEL SAFE”

For many Holocaust survivors, even the prospect of being forced to move can revive traumatic memories from their younger days.

Earlier this year, this was the possibility facing Max and Mila, a Russian-speaking couple who are both survivors.

Mila, 80, suffers from poor balance, and Max, 84, experiences back pain that stems from forced labor during the Holocaust.

They’ve lived in their apartment for 20-plus years, but its second-floor location became increasingly problematic.

Thanks to a successful fundraising campaign this spring, JFCS was able to buy and install a stair lift for the couple.

“Now we feel safe venturing out,” says Mila. “Our world was confined, and now it’s wide open again.”



“*My wife is a survivor who’s getting a lot of help from JFCS: a cleaning lady comes once a week, and we get our windows and carpets cleaned. You do such a great job, and we appreciate everything that JFCS does for us.*

”

LIFE IN TRANSITION

Many community members remain unable to meet their basic needs without assistance, even as the economy appears to strengthen.

With many individuals having fallen into poverty for the first time, long-held ideas about the future have been replaced by a new reality. Some lost their retirement funds during the great recession, some have experienced catastrophic medical costs, and some are losing their homes.

We served 282 ongoing clients and provided information to many people who needed assistance.

Our philosophy: **Help people cope with crisis situations** before they snowball into long-term problems.

“

When I faced homelessness, I was determined to beat the odds - and JFCS was determined to help me succeed.

”

JFCS partners with community organizations annually:

- Volunteers packed and delivered 130 **Thanksgiving food boxes**, helping to feed 623 people.
- The **Adopt-a-Family** campaign fulfilled 60 low-income households' holiday wishes.
- **Day of Dignity**, an annual event, provided food, clothing, and other items to 550 homeless individuals.
- 77 students from low-income households received gift cards for school supplies.

In 2019, JFCS expects to launch the Life in Transition initiative, which will offer case management to support long-term adjustments for clients facing complex challenges.



EMERGENCY
AID

AVIVA: STILL WORKING AT 75

Although Aviva never expected a luxurious retirement, she never envisioned that she'd still be working at age 75.

Aviva never held a job that paid into Social Security and lost most of her savings during the market crash 10 years ago.

So three times a week, she takes two buses across town to hand out samples at Costco.

Last year Aviva came to JFCS for assistance, and we joined with community partners to hand-deliver a Thanksgiving food box to her door. We also helped Aviva pay an overdue gas bill.

"What did I learn when JFCS helped me?" asks Aviva. "That kindness from someone who expects nothing in return can change your life."



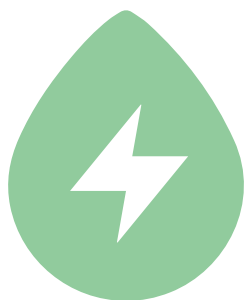
TREND

Despite a rebounding economy, financial stability eludes more and more older adults and their Emergency Aid needs are growing.

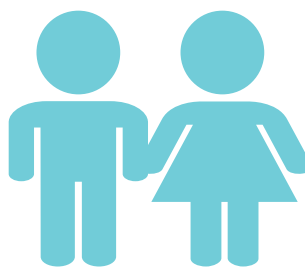
WHERE THE DOLLARS WENT



35% SHELTER



29% UTILITIES



25% KIDS



11% FOOD

CONNECTING TO COMMUNITY

At JFCS, we regularly consult with clients in their 50s, 60s, and 70s who never really got back on solid ground after the great recession. Many feel depressed and disconnected from their community.

Our team of mental health professionals gets results helping these clients feel more empowered and better equipped to overcome social isolation and other challenges.

Last year JFCS provided 82 seniors with **free, in-home counseling** sessions through PEARLS (Program to Encourage Active, Rewarding Lives for Seniors), which assists seniors who are isolated or have physical limitations.

PEARLS has been shown to reduce symptoms of depression for 36% of participants—compared to 9% of peers who didn't participate.

Through our evidence-based WISE (Wellness Initiative for Senior Education) group sessions, participants learn life-management skills and become better-informed self-advocates. Topics include:

- *depression* • *substance abuse* • *safe medication use*
- *effective communication with healthcare providers*

JFCS holds **group counseling** at Cedar Sinai Park's Rose Schnitzer Manor and elsewhere. Themes include:

- *grief* • *stress management* • *coping with trauma*
- *caregiving for people with cognitive disorders*

Unlike many agencies, JFCS accepts Medicare and also offers sliding-scale and subsidized services to community members who otherwise might not be able to afford counseling.

**TREND**

The Counseling needs of seniors are rising as increasing numbers experience social isolation and an associated decline in mental and physical health.

SARAH: “I DIDN’T WANT THE WORLD TO PASS ME BY”



When Sarah, 82, moved to Portland after her husband’s death, she did so because her son, Dylan, and his family lived here. “I didn’t want the world to pass me by,” she says.

Just a few months later, however, Dylan’s new job caused the family to move, and Sarah became increasingly depressed and isolated.

An old friend persuaded Sarah to contact JFCS, which facilitates PEARLS, a free program for isolated seniors.

After a JFCS PEARLS counselor began visiting Sarah at home, eventually she joined a book club and resumed her evening walks. Her health improved significantly as she slept better and her high blood pressure dropped.

Says Sarah: “My counselor helped me realize that you can’t be lonely and healthy at the same time.”

“Loneliness is difficult to own up to. But my counselor helped me understand that all I really need is a few friends I can count on - and who can count on me.”

TOGETHER: HELP & HOPE

Our TASK (Treasuring, Accepting & Supporting Kehillah) program fosters solidarity among Jewish families with children and adults with disabilities.

Last year, TASK provided 29 disabled individuals and their families with resources and information on self-advocacy, guardianship, job support, government benefits and other topics. Also through TASK, we held several Tikvah social-recreational events each month.

JFCS's state-certified Partners program, a team of Skills Trainers and Behavior Support Specialists, helped 31 adults with developmental, intellectual, and other disabilities become **stronger day-to-day self-advocates** and better assimilate into their community.

Approximately 75% of adults with special needs live with their parents or other family members. Many of our clients' caregivers are concerned that when they can no longer provide adequate support, their children may be at risk as the result of housing shortages and inadequate support services.

An estimated one-half of these families have no plan for the future. Given these trends, JFCS is working to develop a more comprehensive set of services to support people with disabilities and their caregivers as they both age.

GROWING CONCERNS

As caregivers age, many worry that:

- *The quality of support for the person with intellectual/developmental disabilities will decrease (89%).*
- *The person will become socially isolated (78%).*
- *The person will have to live in an institution (76%).*

Source: The Arc, FINDS Survey



DISABILITY
SUPPORT
SERVICES

TREND

A growing number of aging family caregivers need help planning for when they can no longer care for their children with disabilities.

“I’m 75, and my son is 50. Help from JFCS is indispensable as we plan for the years ahead.”

Matthew was 18 months old when his parents, Rivka and Brian, started to notice differences between him and other children his age.

Several years later, Matthew was diagnosed as having autism spectrum disorder, a type of developmental disability that affects communication and social interaction.

Through their synagogue, Rivka and Brian learned about the TASK program at JFCS.

“We’ve benefited greatly over the years from JFCS-sponsored discussions with other parents about the challenges associated with parenting a child with autism,” says Rivka.

“Some people make assumptions about Matthew’s life that only address his limitations,” says Rivka. “But if we focus solely on ‘overcoming’ a disability, we ignore people like Matthew who embrace it as part of their identity.”



MATTHEW: TAKING AUTISM TO TASK

Jewish Family & Child Service

HOLOCAUST SURVIVOR SERVICES

“Everyone ages, but thanks to JFCS my husband and I can grow old in the home we love.”

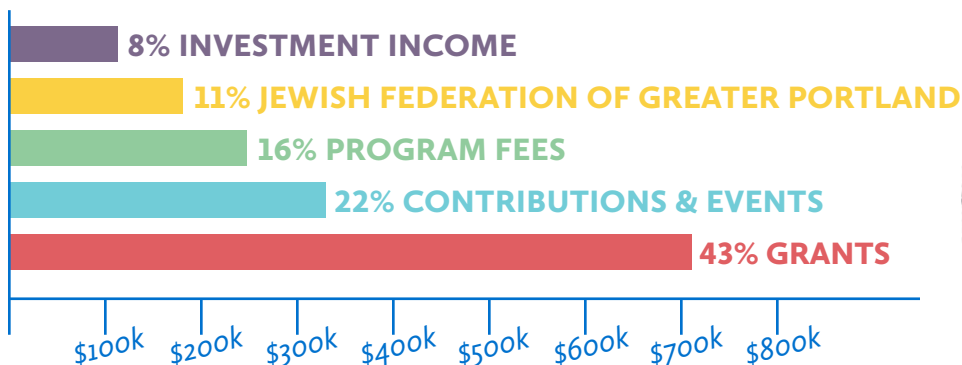
- **101 survivors** served over the past year
- Community-wide campaign raised **\$75,000** for survivor care
- Provided survivors with services valued at more than **\$600,000**

COUNSELING

“My counselor at JFCS always gives me a wise and compassionate ear.”

- **82%** of JFCS counseling clients are **age 60 and older**
- Worked with **186 clients**, up 9% from the preceding year
- Provided free in-home counseling to **82 older adults** through the PEARLS program

TOTAL REVENUES \$1,691,388*



**This unaudited statement does not include a Board approved budgeted distribution from board-restricted funds.*





EMERGENCY AID/ JFCS INFORMATION & ASSISTANCE

"When I left an abusive relationship, JFCS helped me gather the deposit I needed to get my own place."

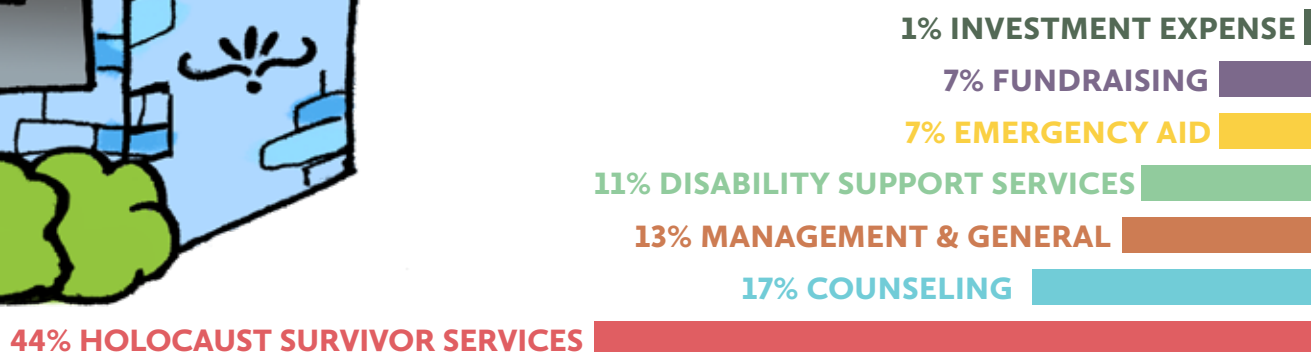
- **282 ongoing clients** assisted with acute needs
- **75%** of requests pertained to rent and shelter
- **47%** of individuals who requested assistance were age 60 and older

DISABILITY SUPPORT SERVICES

"JFCS shows that involving people with disabilities in Jewish life is our collective responsibility."

- **31 people** with intellectual and developmental disabilities received one-on-one skills training and support services
- More than **50 Tikvah events** promoted social inclusion while providing fun and recreation
- Nearly **30 disabled individuals** and their families received extensive guidance and resources

TOTAL EXPENSES \$1,706,357*



\$800k \$700k \$600k \$500k \$400k \$300k \$200k \$100k

* These numbers reflect the unaudited FY 2017-2018 expenses.

LIFE & LEGACY

We're grateful to our supporters who plan on leaving a legacy gift to JFCS. These donations provide a stable funding source to support JFCS programs, in good times and bad, for generations to come.

Ron & Judy Applebaum

Gloria Bacharach

Stephen A. & Toby F. Blake

Gerel Blauer

Stephen & Beverly Bookin

Kathy & Norman Chusid

Nathan F. Cogan

Lee & Sheri Cordova

Susan Danielson

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Bob & Lesley Glasgow

** Of blessed memory*

Helaine Gross

& Paul Norr

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& Ivan Zackheim

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& Andrew Frank

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Menachem Taiblum*

Larry Volchok

Jennifer & Ken Zeidman

Justin Zellinger

Anonymous (3)



Jewish Family & Child Service is proud to be one of 10 organizations in Oregon and SW Washington participating in Life & Legacy, a partnership of the Harold Grinspoon Foundation and the Oregon Jewish Community Foundation. The program promotes estate planning and planned giving that can build endowments and guarantee the long-term sustainability of local Jewish organizations.

As you assess your charitable goals, we hope that you will consider creating a legacy that will provide support for JFCS and benefit the people we serve.

WE ARE THANKFUL TO ALL THOSE WHO MAKE OUR WORK POSSIBLE.

*The following list represents donors who made a donation or grant
between July 1, 2017 and June 30, 2018.*

\$225,000-\$700,000



ועידת התביעות
Claims Conference
Conference on Jewish Material Claims
Against Germany

\$50,000-\$224,999

Supported by
Jewish Federation
OF GREATER PORTLAND



\$10,000-\$49,999

Judith & Edwin Cohen Foundation

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Jewish Federation of Greater Portland Turner Fund

\$1,000-\$2,499

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“My counselor helped me keep that one little glimmer of light alive.”

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“I’m thankful that JFCS helped me plan for my disabled daughter’s future.”

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UP TO \$249

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*"You have helped me overcome so much
sadness just by seeing how much you care."*

UP TO \$249
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Food assistance from JFCS helped my kids focus on their teacher - not on their hunger.



THANK YOU TO OUR PARTNERS



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Clackamas County
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Community Warehouse
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Congregation Kesser Israel
Congregation Neveh Shalom
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Lifeworks Northwest
Lutheran Community Services
Maayan Torah School
Mentor Oregon
Mittleman Jewish Community Center
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Network of Jewish Human Service Agencies
Northwest Housing Alternatives
Northwest Pilot Project
Oregon Adult Protective Services
Oregon Board of Rabbis
Oregon Food Bank
Oregon Islamic Chaplains Organization
Oregon Jewish Life
Oregon Project Independence
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Portland Jewish Academy
Providence Elder At Home
SDRI: Self-Determination Resource Inc.
Sinai In-Home Care
Southwest Community Health Center
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Washington County
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BOARD OF DIRECTORS*

Officers

Lee Cordova, President
 Larry Holzman, Vice President
 Dave Holstein, Treasurer
 Kathy Chusid, Secretary

Directors at Large

Carol Cogan-Koranda
 Elana Emlen
 Wendy Gutmann
 Eric Kodesch
 Bill Treuhaft
 Jennifer Zeidman
 Justin Zellinger

Please note that during the 2017-2018 fiscal year, the following board positions were held:

Officers

Martin Baicker, President
 Megan Leftwich, Treasurer

Directors at Large

Paul Koenigsberg
 Les Soltesz

STAFF*

Administration

Ruth Scott, *Interim Executive Director*
 Linda Koonce, *Deputy Director*
 Marty Michaels, *Grants Manager*
 Philip Gomez, *Administrative Assistant, Programs*
 Lisa Wallace, *Administrative Assistant, Accounting*
 Kerry Goldring, *Development Director*
 Melissa Dodson, *Development Coordinator*

Counseling Services

Douglass Ruth, *LCSW, Clinical Director*
 David Molko, *LCSW, Senior Outreach Clinician*
 Missy Fry, *MSW, CSWA, Behavioral Health Social Worker and Clinical Case Manager at Rose Schnitzer Manor*
 Caitlin DeBoer, *MSW, CSWA, Mental Health Social Worker*

Disability Support Services

Janet Menashe, *TASK Program Inclusion Specialist & Skills Trainer*
 Kassie Hill, *Lead Behavior Consultant*
 Paige Foelker, *Behavior Consultant and Skills Trainer*
 Lana Switzer, *Skills Trainer*

Social Services

Anthony Antoville, *CMC, Director of Social Services*
 Rita Shmulevsky, *Bilingual Holocaust Survivor Services Lead Case Manager*
 Alla Piatski, *Bilingual Holocaust Survivor Services Case Manager II*
 Natasha Pellechi, *Bilingual Holocaust Survivor Services Case Manager / Café Europa Coordinator*
 Kim VanKoten, *Holocaust Survivor Services Homecare Supervisor*
 Maria Rehbach, *Emergency Aid Program Coordinator*
 Amanda Ronquillo, *Intern*

** As of date of publication*

3-YEAR STRATEGIC PLAN FY 2019-2021

MISSION

Improve the quality of life and self-sufficiency of the Jewish and broader communities throughout the Portland metro area in accordance with Jewish values.

VISION (2021)

The Jewish community knows JFCS as the primary responsive and confidential resource for individuals, children, and families in need of services and/or referrals.

JFCS is known for its expertise in supporting and embracing the needs of people impacted by: trauma, the challenges of aging or unexpected crisis, disability, or the loss of family or community support.

JFCS' services reflect innovation, anchored with a strong and diverse financial base that allows for a broad range of pay sources, sliding-scale rates, and community-supported care.

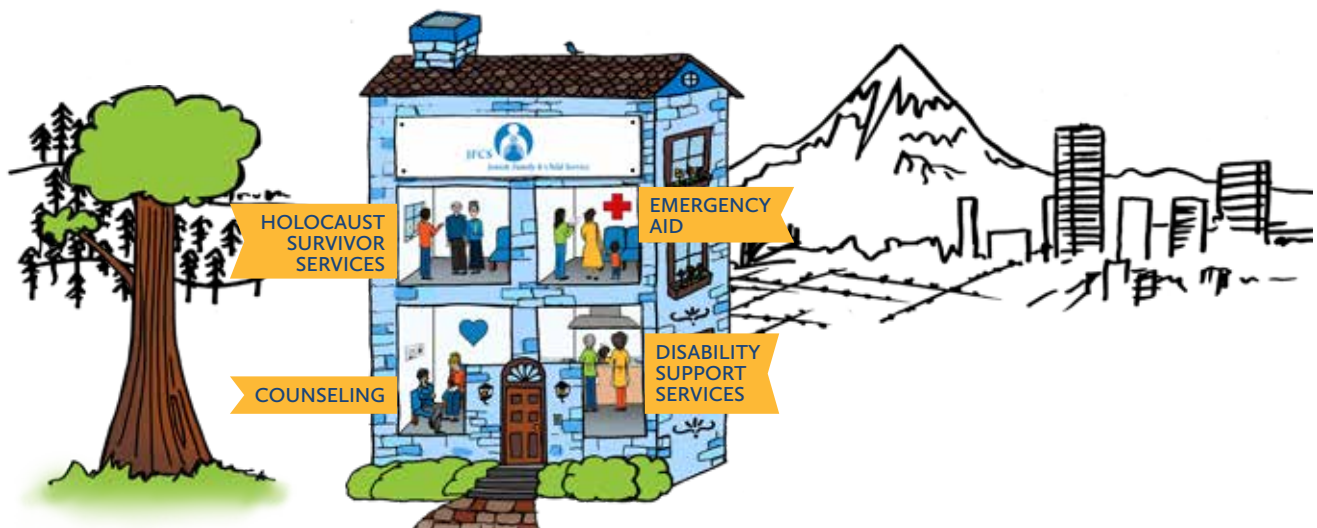
Services reflect our Jewish values and are provided throughout the Portland metro and SW Washington areas, as well as to Holocaust survivors who live along Oregon's I-5 Corridor.

PURPOSE OF THE 3-YEAR STRATEGIC PLAN

During the 3-year interval, JFCS will be testing out new programs and fundraising opportunities, building and strengthening community partnerships, and securing contracts and certifications where required to enact the plan. Current programs will also be evaluated for their ongoing value to the mission of the organization.

JFCS will develop program-specific business plans that outline revenue-generating opportunities that will meet community needs while ensuring the long-term sustainability of the agency.

The goal at the end of this 3-year cycle is to have all proven systems and resources in place along with a solid fundraising and fee-for-service model that will more than fund the activities of JFCS going forward.



Counseling Work Group:

JFCS Board Members:

Lee Cordova
Wendy Gutmann
Bill Treuhaft

Stakeholders:

Martin Baicker, Cedar
Sinai Park
Wendy Kahn, Jewish
Federation of Greater Portland

GOAL ONE: COUNSELING

Increase revenues by 50% and the breadth and depth of Counseling services, with regard to both expertise and the number of clients served.

- **Pursue and expand pay sources.**
- Identify and apply for appropriate **government and grant-supported contracts.**
- **Expand staff** and/or contract expertise through a Qualified Mental Health Practitioner (QMHP) who brings new areas of expertise.
- **Increase JFCS outreach** through a marketing plan and materials that focus on the Jewish community, expanding awareness of healthy aging in place, and other JFCS areas of expertise.
- **Develop a business plan** for the Counseling program that supports and balances the values and priorities of JFCS, including serving clients who pay on a sliding scale.

Disability Support

Services Work Group:

JFCS Board and Advisory Council:

Kathy Chusid
Dave Holstein
Megan Leftwich
Bill Treuhaft
Justin Zellinger

Stakeholders:

Greg Brown, Kehillah
Representative
Rachel Nelson, Jewish
Federation of Greater Portland
Sherry Scheinman, Retired
Disability Transition Specialist

GOAL TWO: DISABILITY SUPPORT SERVICES

Expand and differentiate services that JFCS provides to people with disabilities and their families in the Jewish community, while also serving the broader community.

- **Increase JFCS outreach** to the Jewish community, expanding awareness of JFCS areas of expertise, and positioning JFCS as the Jewish 'go to' disability services resource.
- **Develop program financial sustainability** for all Disability Support Services and explore new services that provide revenue streams, using community needs surveys to inform a three-year business plan.
- **Develop relationships** with additional brokerages, Jewish schools, synagogues, and others to increase service provision.
- **Develop fee-for-service case management**, helping families with life and wellness planning options.

Emergency Aid Work Group:

JFCS Board and Advisory Council:

Lee Cordova
Megan Leftwich
Jennifer Zeidman
Justin Zellinger

Stakeholders:

Bob Horenstein, Jewish
Federation of Greater Portland

GOAL THREE: JFCS INFORMATION & ASSISTANCE (FORMERLY EMERGENCY AID)

Based on Jewish community need and input, reconfigure the Emergency Aid program to more completely meet community needs.

- **Complete a needs assessment** to gain input from community stakeholders so as to best respond to individual and family needs.
- **Develop three scenarios** based on increasingly higher levels of funding, including defined scopes of needs met and related costs.
- **Develop and implement a fundraising plan** that includes a significant community-awareness component.
- **Increase JFCS outreach to the Jewish community**, expanding awareness of JFCS areas of expertise and new services.

3-YEAR STRATEGIC PLAN

FY 2019-2021

Holocaust Survivors

Work Group:

JFCS Board and Advisory
Council:

Carol Cogan-Koranda

Larry Holzman

Eric Kodesch

Les Soltesz

Stakeholders:

Ruth Bolliger, JFCS

Holocaust Survivors Advisory
Committee

Jemi Kostiner-Mansfield,
Cedar Sinai Park

GOAL FOUR: HOLOCAUST SURVIVOR SERVICES

Increase JFCS Board involvement and oversight in assisting Portland metro area Holocaust survivors and extend services to those who live along Oregon's I-5 Corridor to provide them with supplemental resources and services.

- The Board of Directors to appoint the Holocaust Survivors Advisory Committee (HSAC) as an **advisory committee** of the Board per By-Law.
- The JFCS Board to appoint a representative to serve as a **liaison to HSAC**.
- The Board to adopt a **framework for spending JFCS funds** in a manner that meets Holocaust survivors' needs in a timely fashion.
- **Increase JFCS outreach to the Jewish community**, expanding awareness of JFCS areas of expertise and commitment to serving local Holocaust survivors.

Executive / Finance

Committee:

Kathy Chusid

Lee Cordova

Dave Holstein

Larry Holzman

GOAL FIVE: AGENCY-WIDE

Improve external and internal agency-wide services to better serve the Jewish and broader communities.

- **Create and implement a Development and Marketing Plan** that supports Strategic Plan goals and objectives, including an increase in JFCS outreach to the Jewish community, expanding awareness of JFCS areas of expertise and new services.
- **Improve the efficiency and accuracy** of financial, IT, and human-resources management to streamline compliance and reporting.
- **Increase agency revenues**, reducing or eliminating dependence on the Endowment and growing the Reserve through increased fees, donations, contracts, and grants.
- **Promote a work environment** that supports diversity, equity, and inclusion and encourages staff professional, personal growth, and well-being.
- **Re-establish a volunteer program** to support all JFCS programs in partnership with community and area organizations.
- **Develop an agency-wide set of transportation options** that encourage collaboration with other agencies and services to address the majority of transportation needs for Holocaust survivors, Counseling, and Disability clients.
- **Develop and deliver case management services** in collaboration with Cedar Sinai Park and others that draw on both existing 211 services and JFCS internal and external expertise to establish a broader Information and Referral (I & R) system.



JFCS

Jewish Family & Child Service

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