We launched our JCC Movement Centennial Celebration in 2016, anticipating a festive year ahead. The year 2017 was exciting indeed, with such Centennial initiatives as Making Music Happen, the JWB registries, our centennial website and a host of other programming developed for JCCs to help them celebrate this milestone.

After all, you don't reach 100 years every day. I think those who came together under the threat of war to form the Jewish Welfare Board in 1917 would be proud today, knowing that their legacy endures in the work that JCC Association of North America and JWB Jewish Chaplains Council perform each day to strengthen the Jewish community of North America.

We saw this role play out most vividly this past year in how we responded to the waves of bomb threats made against our communities. No one could have imagined this development. Despite the fear we experienced, we learned, through wave after wave of evacuations, that we are truly a movement, gaining strength in our support for one another and from the leadership that JCC Association provided. Meetings at the highest level of government demonstrated the seriousness of the matter—both within our own community and in the broader one—and just how important our JCCs are to our communities’ leaders. We again witnessed this as we found strength and support from all quarters during natural disasters such as Hurricanes Harvey and Irma.

JCC Association served as the leadership organization during this time, speaking to our nation’s leaders and to the news media on behalf of all JCCs. We saw how critical a role this can be. During this time, we welcomed Doron Krakow, our new president and CEO. Joining us earlier than we anticipated, he provided vision and focus during a troubling time. We are certainly glad he is now on board full time.

I have served as chair since 2014, my term ending at the JCCs of North America Biennial in Memphis in May. I never could have anticipated what my tenure was going to be like. At times, it certainly was challenging, but it has been a truly rewarding and gratifying experience and I was honored to be chair. I am proud of the work that JCC Association—and by extension, our JCCs and camps—has done during this time, and excited about the direction in which we are moving as we enter our next century. I know that as we move forward, we will continue to enrich and energize the Jewish community of North America and beyond. May we go from strength to strength.

Warmest regards,

Stephen P. Seiden
CHAIR
At the outset of 2017, the JCC Association board of directors agreed that a new mission statement was needed.

The new statement, which came out of a process that included both board and staff input, reflects with strength and simplicity the work of the JCC Association of North America in the 21st century.

We lead and connect the JCC Movement, advancing and enriching North American Jewish life.
The work we do

Our proprietary programs and services

• Professional development
• Consultation and engagement
• Signature events and convenings
• Preferred vendors and partners
• JWB Jewish Chaplains Council

Who we serve...by the numbers

• 160 JCCs in North America
• 1.5 million weekly participants
• Over 37,000 JCC professionals
• 80,000 campers
• 22,000 children in ECE programs
• JWB serving 84 locations worldwide
• Nearly 3,000 teens at JCC Maccabi®
• 10,000 people at JCC Maccabi® opening ceremonies
• 500 JCC staff at JCCs of North America Professional Conference
Our centennial year was to be a year of celebration, a year to welcome new leadership and a year of new beginnings. On the first day 2017, the JCC Movement was 100 years strong. Yet we had no idea what lay in store. On the fourth day of the new year, the Roth Family JCC in Orlando, Florida, received the first of what would be 130 bomb threats called into JCCs across the U.S. and Canada. The waves of threats continued through March. Terrifying in content, these threats affected 88 JCCs in 36 states and four Canadian provinces. They forced many to evacuate, some multiple times. It was harrowing and seemed, at the time, never-ending.

JCCs were created as places to welcome the Jewish community, where it could gather in safety. The threats lay adversity right at their doorsteps, demonstrating that an allied network of JCCs, with a strong leadership organization to guide it, is more important than ever. We saw it in the power of coming together as the JCC Movement. JCC Association spoke for all JCCs—affiliated or not—representing them on the highest national level, alongside the Anti-Defamation League, the Conference of Presidents of Major American Jewish Organizations, Jewish Federations of North America and Secure Community Network. In two separate meetings, JCC Association met with then-FBI Director James Comey and Attorney General Jeff Sessions, representing more than 160 JCCs, 135 day camps and 23 overnight camps, harnessing the power of our network and bringing focus and attention to our concerns.

Doron Krakow, our incoming CEO and president, came on board early to assist during the crisis. Up until that point, JCC Association’s board chair, Steven P. Seiden, stepped up with an unassuming manner, adroit sensibility and unflappable grace, navigating through the rocky terrain of an emergency situation no one could ever have anticipated.

We offered assistance to JCCs as they ran the gauntlet of international media coverage, secured funding for and hired a continental security consultant and addressed the subject head-on at the JCCs of North America Professional Conference.

We saw local communities galvanized against hatred. They held rallies of support at a time when virulent anti-Semitism had crept into the daily social media discourse. Christians, Muslims and Jews stood together in support of their JCCs. You couldn’t have asked for a better endorsement of a JCC’s mission as a community connector.

Through it all, we learned that 100 years after we first came together as a movement to represent the Jewish community, we still do.
At the start of the year, we were excitedly waiting for Doron Krakow to finish his tenure at American Associates of Ben-Gurion University of the Negev and join JCC Association as our new president and CEO.

In the midst of the bomb threat crisis, Krakow recognized the need for an immediate leadership presence and chose to jump into his new role early. He took charge as the crisis unfolded, handling daily briefings with the senior team, our communications firm and a new security consultant.

Just as importantly, he became the face of JCC Association and the JCC Movement—effectively representing the movement and individual JCCs at the Jewish communal world’s table.

“It was a security crisis of the largest order, like nothing we had seen in a generation. Our hopes and dreams for what we want to achieve at JCCs are predicated on safeguarding the people who walk through our doors,” Krakow says, noting that roughly 1.5 million people visit JCCs each week.

It certainly wasn’t a typical start. But in many ways, it cut to the heart of JCC Association’s role as a leader in North American Jewish life. Krakow’s vision is one of a Jewish “town square,” where the fullest expression of Jewish identity can take place, allowing Jews of all backgrounds to connect to one another. It serves, too, as the place where the broader community comes to connect with the Jewish community, enabling us to build bonds and demonstrating how valuable an asset JCCs can be in cultivating strong community connections.

As we headed into 2018, Krakow began laying out a vision that includes Israel as a connector, rather than a divider, and seeks to put it at the heart of the JCC conversation. Moving forward, he sees JCC Association fueling research and development within the JCC Movement, providing resources for JCCs to serve as creative labs for the North American Jewish community and offering a renewed sense of self and pride within the JCC Movement.

“The Jewish community a generation from now will be the recipient of the work we do today. This is an urgent investment in our future.”
Throughout 2017, we witnessed the raw power of nature.

Hurricanes Harvey, Irma and Maria, along with wildfires in California, left damage and devastation behind. In Houston, the Meyerland neighborhood—a long home to the Jewish community—and the Evelyn Rubenstein JCC were devastated. The JCC had significant flooding, yet through the days of recovery that followed, it continued to serve as a hub of support for the surrounding area.

JCC Association helped raise $175,000 for the Houston J through a continental gift card program. Our board of directors agreed to hold its annual board meeting in Houston so that it could do some hands-on tikkun olam—working at a food pantry and repairing a home. These efforts planted the seeds for JResponse, a continent-wide, hands-on assistance team we can deploy to JCCs and communities in crisis following natural or man-made disasters. Inspired by the series of devastating hurricanes, wildfires, mudslides and floods that have marked the past 12 months, JResponse will be a collaboration with IsraAID. A pilot training program will begin in 2018.
Gathering When We Needed It Most

Just when JCCs were feeling most vulnerable, the JCCs of North America Professional Conference took place in March.

A group of 500 JCC professionals gathered in Orlando—people who understood the situation from the inside out. The conference provided both respite from the menace they were experiencing back home and a collective embrace from the unique field of Jewish community professionals. Repeatedly, participants shared that being able to talk face to face with others enduring the same terrifying scenario was invaluable. Our JCC professionals were our first line of defense and response throughout the crisis, and they rose spectacularly to the occasion, above and beyond their normal duties.

While security was a top concern, the conference addressed so much more. For four days, these outstanding and enthusiastic JCC professionals gathered to learn, network and enjoy themselves among their peers. With 16 individual professional tracks covering everything from aquatics to youth and after-school programming, the conference dug deeply into questions of Jewish engagement in the 21st century and how JCCs can meet the needs of an ever-evolving Jewish landscape while paying heed to customer-driven expectations. Sessions tackled such topics as: creating safe spaces in which to talk about Israel, strategic financial planning, examining what works and what needs reworking in arts and culture programming and creating a culture of safety, among many more.

The conference was also a chance for participants in the Sheva-Covenant Director’s Institute to meet face to face and learn with and from their peers. The conference was a tremendous success, with 98 percent of those who attended saying they would recommend attending in 2019 to their colleagues, and 97 percent saying that they would attend another JCC Association conference themselves.

Keynote speakers included documentary filmmaker Tiffany Shlain, The Redwoods Group CEO Kevin Trapani and “business magician” Kostya Kimlat, a huge crowd-pleaser whose customer service message resonated deeply with the crowd. Throughout the conference, security was on everyone’s mind. The arrest of the JCC bomb threat suspect in Israel would happen only a day after the conference closed. The local J, the Roth Family JCC, had experienced four threats in all, including the very first one of the year.

JCC Association acknowledged the concern directly by including sessions on the related topics of crisis communications and IT security. Recognizing the urgency of the situation, foundations and donors provided $360,000, enabling us to hire consultant Paul DeMatteis, a seasoned international security specialist who addressed JCC executives at the conference. DeMatteis went on to author several security updates and guidelines to assist JCCs in hardening their buildings and grounds, along with other security measures based on his observations in the field.
How do you mark 100 years?

If you lead the JCC Movement, you do it by creating programs for JCCs that help them connect to the people who know and love the J.

JCC Association provided creative ways to weave the Centennial throughout JCCs and JCC camps, and to connect their participants and professionals with the JCC Movement.

Some programs provided funds, while others were simply fun.

While we delivered many programs directly to JCCs, some, like 100 Recipes, were available through JCC Association’s Centennial website, 100.JCCA.org.
Remembering 100 Years


Women and men in uniform, circa 1917.

Children lighting menorah at Boston YMHA, 1946.

Women enjoying an exercise class, circa 1950s.


JCC Maccabi Games®, Memphis, 1982.

Shabbat services at Camp Interlaken, Milwaukee JCC overnight camp, 1978.

Campers at the Levite JCC of Birmingham, 2006.

The "First Passover Seder Dinner" given by the Jewish Welfare Board to men of Jewish Faith in the A.E.F. (American Expeditionary Forces) in order that they may observe the Passover holidays, Paris, France, April 1919.
By far the most ambitious of these Centennial initiatives was **Making Music Happen: The Soundtrack of Jewish Life in North America**, which awarded 22 grants to JCCs, allowing them to create an array of music programs as diverse as their communities.

Generously funded by Marvin J. Pertzik, an honorary JCC Association board member from St. Paul, Minnesota, in cooperation with the Mary Livingston Griggs and Mary Griggs Burke Foundation, **Making Music Happen** allowed JCCs to spread their creative wings and create something unique and reflective of their own communities throughout the United States and Canada.

The Evelyn Rubenstein JCC in Houston, for example, created “One Voice, One Vibe, Our Community,” commissioning a piece of music based on original writings from the community following two enormous floods. The event took place just before Hurricane Harvey hit, but as Marilyn Hassid, the JCC’s assistant executive director, put it: “This concert spoke to the heart of the community. We only hope that those who were able to attend think back on this transformative experience with a bit of hope in their hearts as they forge ahead to the next round of rebuilding. Thank you.”

The award-winning programs in this JCC Association Centennial initiative include a variety of styles and events to engage communities through music and culture. Among them were a bluegrass recording, a classical concert to engage Russian immigrants, and young listeners and a Holocaust-memorial project geared toward high-school students, families, seniors and survivors.

Nearly 50 JCCs applied for the grants. The 22 JCCs selected received between $1,500 and $7,500 for programs that took place between Jan. 1 and Sept. 20, 2017. Grants were awarded across the continent, to JCCs large and small. Awarding grants for **Making Music Happen** allowed JCC Association to highlight arts and culture as a powerful vehicle for meaningful, creative engagement throughout the movement, and provided them an opportunity to develop new funding and community partnerships, as they worked with JCC Association’s arts and culture department.

### A Selection of Our **Making Music Happens** Projects

- **Asheville JCC, North Carolina:** “Asheville Jewish Folk Music Collection”
- **Calgary Jewish Community Centre, Canada:** “Fin Dorte Biz Do/Masham L-chon/From There to Here”
- **Evelyn Rubenstein Jewish Community Center, Houston, Texas:** “One Voice, One Vibe, Our Community”
- **Galbut Family Miami Beach JCC, Florida:** “Concert Series: Jewish Music with Soul”
- **JCC of Central New Jersey, Scotch Plains:** “Connecting to our Jewish Roots through Music”
- **JCC of Greater Baltimore, Maryland:** “MLK Celebration featuring The Maccabeats and Naturally Seven”
- **JCC of Southern Nevada, Las Vegas:** “Yiddish Las Vegas”
- **JCC of the Greater St. Paul Area, Minnesota:** “St. Paul JCC Symphony”
- **Jewish Community Alliance of Jacksonville, Florida:** “Tales of the Forgotten Kingdom”
- **Jewish Community Center of Austin, Texas:** “JAAM Fest”
- **Kings Bay YM-YWHA, Brooklyn, New York:** “Contemporary Jewish Music Series with Emerging and Emigré Artists”
- **Mayerson JCC, Cincinnati, Ohio:** “Pianist Eric Himy Presents: Gershwin in Paris”
- **Mittleman JCC, Portland, Oregon:** “Summer Concerts on the Green”
- **Schwartz/Reisman Centre, Toronto:** “The Mosaic Project: Cultural Fashion in Toronto’s Jewish Music Scene”
- **Springfield JCC, Massachusetts:** “Lox and Lyrics”
- **St. Louis Jewish Community Center, Missouri:** “Gesher Music Festival”
- **The Jewish Community Center of Greater Columbus, Ohio:** “Jason Robert Brown Cabaret Weekend”
- **The Jewish Federation of Sarasota-Manatee, Florida:** “Violins of Hope”
- **Tucson JCC, Arizona:** “Tucson Jewish Songbook and Community Kumzitz”
- **YM & YWHA of Washington Heights & Inwood, New York City:** “Musical Journey of Y’s 100 Years”
Participants cycled more than a quarter of the distance to the moon, walked all the way around the earth and then halfway around again, and ran the equivalent of 608 marathons in our newest signature program, 100 Days of Summer Fitness Challenge. The program allowed individuals to compete for glory on a continent-wide platform in several fitness categories, while JCCs were able to rack up points through their participants as they competed against one another.

“We had really enthusiastic participation in 100 Days of Fitness. About 160 in all took part, and we are not a very large JCC,” says Kat Ackerman, health and wellness director at the Savannah Jewish Educational Alliance, which placed first in personal training, cardio and walking, and third in running, swimming and group exercise. Ackerman herself placed first in walking as she tackled trails over the summer in the Badlands National Park in South Dakota, logging 20 miles a day.

“JCC Association made it easy to tailor the program to our J, and our members really got into it. They not only wanted to know their own personal standing as the competition progressed, but they also wanted to know our standing as a JCC. It really brought out their competitive drive!”

The program was so successful that the 100 Days of Fitness challenge will become an annual signature program of JCC Association. By logging their fitness stats daily into a dedicated portal hosted by our organization, participants experienced connection to JCC members across the continent, who were subtly reminded as they competed against one another in this sweat collective that they are all part of the broader JCC Movement.
The program was created to respond to a need identified by JCC Association: a dearth of individuals ready to take on leadership roles in Jewish early childhood education. Funded by the Covenant Foundation, the program sought to address that need by identifying people already working in JCC early childhood education who have the potential to move into the role of director and investing in their professional development.

The program offered a platform for study, discussion and relationship-building, and allowed participants to earn their National Directors Credential from the McCormick Center for Early Childhood Leadership at National Louis University. The final meeting took place in Massachusetts, where the cohort visited two JCC early childhood programs and made final presentations to the group over an emotional few days.

The Covenant Foundation funding helped lay the groundwork to expand and enhance the program, which will see further development with support from the Jim Joseph Foundation (JFF). The nearly $1.9 million from JFF will guide 30 early childhood educators through an enhanced iteration of the Early Childhood Directors Institute over the next three years.

Additionally, the Crown Family Philanthropies has committed $400,000 over two years in support of the Sheva Center and the development of new initiatives in family engagement. This additional funding makes 2017 the most successful fundraising year in the recent history of JCC Association, with more than $4 million raised.

In the fall, 20 early childhood educators wrapped up their three-year participation in the Sheva-Covenant Early Childhood Directors Institute.

Sheva funding makes 2017 the most successful fundraising year in the recent history of JCC Association, with more than $4 million raised.
A Prayer Book Like No Other

What better way to mark the 100th year of our roots as the Jewish Welfare Board than with the publication of a second edition of the phenomenally successful JWB Jewish Chaplains Council Siddur.

An initial run of 10,000 copies of the prayer book, published in 2014, had been depleted. This presented an opportunity to create an upgraded version, which included refinements based on our experience with the prior edition. With feedback from JWB chaplains in the field, we added prayers and improved the pagination and readability. We raised funding of $125,000 to meet the design and printing needs of this incredible overhaul, which included a redesigned cover with the latest camouflage patterns used by the various branches of the U.S. military, custom English and Hebrew typesetting and transliteration.

JWB has been producing siddurim since the early days of the First World War, but none have been as comprehensive as this one. With both a pocket-sized edition and a larger, hardback version meant for VA hospitals, the siddur remains the only one of its kind, with contributions and endorsement from the Reform, Conservative and Orthodox movements.

Creating a siddur that met those demands wasn’t easy, but those involved in its making deftly navigated the challenge. “There was a lot of excellent work done by each denomination, so that there is something each chaplain can use that works for them,” says Ira Kronenberg, an Orthodox rabbi and chair of the Rabbinical Council of America’s Military Chaplains Committee.

Kronenberg has always carried a copy of a JWB siddur in his pocket no matter where he served, including deployments to Iraq and Afghanistan for the Jewish holidays. The siddur allowed Kronenberg, who chairs JWB’s plenum, which is made up of rabbis representing the Conservative, Reform and Orthodox movements, to have a ready source of material for the impromptu ceremonies and invocations at which chaplains are often called upon to serve.

“In civilian life, the Jewish denominations sometimes struggle to find common ground,” Kronenberg says. “But we were able to overcome our differences to create this siddur, which honors the brave Jewish men and women who make sacrifices every day to serve our country.”

Wherever their orders take them, JWB director, Rabbi Irving Elson, skydiving with a Navy Seal (holding a JWB Siddur) in Hawaii over Marine Corps Air Station, Kaneohe Bay, December 2017.

Deputy director, Rabbi Abbi Sharofsky, at the Kotel with her JWB Siddur, while attending the JPRO Rodkin seminar in Israel.


Hot off the press: The new printing of the JWB Siddur provides better readability and pagination and added prayers, as well as an updated cover.
Sing it Loud,
Sing it Proud with
JCC Camps Rock!

“JCC Camps Rock!,” is one of JCC Association’s initiatives to strengthen the culture of music in our camps.

Led by our camping department in collaboration with singer-songwriter Rick Recht’s Song Leader Boot Camp and the St. Louis JCC, this year’s cohort of six camps taking part in JCC Camps Rock! was generously funded for the first time by the Staenberg Family Foundation.

The program begins by modeling camp activities, with an auditorium filled with Jewish educators, youth group leaders, song leaders, and camp staff who had come to fine-tune the ways in which they use music at camp to create a Jewish learning environment filled with ruach, or spirit. A concert kicked off the three-day program, where teachers from the Song Leader Boot Camp (SLBC) modeled what participants would be doing over the ensuing few days.

“It feels a lot like camp and it gets you ready for camp,” says Gabe Miner, who, as assistant director of Pennsylvania’s Pinemere Camp, a JCC Association-affiliated independent camp, was selected to attend SLBC as part of JCC Camps Rock! “It expanded my repertoire and challenged me to think intentionally about the place of music in camp and how we use music to create a sense of community at camp.”

Miner was able to attend along with a younger song leader from Pinemere, enabling them both to focus on how to use music to engage campers.

Exploring music in such a way can turn camp from a great experience into a transformative one, connecting campers to one another, their camp and their Jewish identity.

In 2017, JCC Association brought more than a dozen staff from nine JCC-associated day and overnight camps to JCC Camps Rock! at SLBC.

The grant program includes mentorship for designing music programming and a site visit by Recht or one of the faculty during the summer. Leveraging such partnerships helps build the JCC Movement and goes a long way toward creating JCC success at the local level.

“We are the largest camping movement in the country,” Miner notes. “But because all our JCC camps are individual, separate entities, it doesn’t always feel like a movement. In addition to focusing on music, learning together at SLBC helps create just that. It’s great to see the JCC camp world learning together.”

In 2017, JCC Association brought more than a dozen staff from nine JCC-associated day and overnight camps to JCC Camps Rock! at SLBC.
JCC Maccabi® Teaches a Difficult History Lesson

A hush fell over the crowd of Jewish teens gathered in the 16th Street Baptist Church, the oldest house of worship serving African Americans in Birmingham, Alabama.

It is perhaps best known for being cruelly targeted in a racially motivated bombing in 1963, in which four little girls died.

What was this assembly of young Jewish athletes doing there on Tisha B'Av, one of the saddest days on the Jewish calendar, which marks the destruction of the two ancient Temples in Jerusalem and many other tragedies that have befallen the Jewish people? This solemn day fell during JCC Maccabi®,

hosted by the Levite JCC in Birmingham from July 31 through August 4, and it became an unparalleled learning opportunity for all.

The timing required that organizers grapple with marking this day of Jewish mourning during a time of celebration and competition. It wasn’t easy, but part of each JCC Maccabi experience includes JCC Cares, a day of intentionnal programming during the course of each JCC Maccabi Games® and ArtsFest® that engages teens, coaches and delegation heads in tikkun olam, or repairing the world, by giving back to the host communities. In 2017, host communities included the Levite JCC in Birmingham, the Sidney Albert Albany JCC and the Schenectady JCC in the Capital Region of upstate New York and the Alper JCC in Miami, Florida, which also hosted JCC Maccabi ArtsFest®, the companion program offering professional-level arts workshops in a variety of disciplines and a final showcase that the entire JCC Maccabi community attends.

In Birmingham, the Levite JCC gracefully wove together the Jewish need to recognize a major fast day with a desire to engage and wrestle with its own community’s past. They did so eloquently, inviting a woman to speak who as a child was present at the church the day it was bombed. The program vividly brought this period to life for teens who may have had little knowledge of the civil rights movement of the 1960s and was especially potent at a time when issues of race, anti-Semitism and activism are roiling our cities. Tisha B’Av, which is about the loss of a sacred place, was made very real for the nearly 900 teens as they considered the fate of a more contemporary sanctuary that had itself once been destroyed.

The Levite JCC asked the question: How do we incorporate the mission of JCC Cares, our own community history, and the solemnity of Tisha B’Av, a Jewish holiday marking the destruction of the ancient Temple? Their answer was a magnificent program of remembrance.
JCC Association staff recognized for their leadership and expertise:

Doron Krakow, president and CEO, partnered with Foundation for Jewish Camp CEO Jeremy Fingerman to author How Trump’s Visa Changes Could Hurt Jewish Summer Camps in The Forward. The article outlined how proposed changes to visa programs would affect the number of Israeli shlichim (cultural emissaries) and other international workers employed at Jewish summer camps.

At the height of the bomb threat crisis, David Posner, vice president, authored Bomb Threats Won’t Derail the Vital Activity of JCCs in the JTA (Jewish Telegraphic Agency).

Dr. David Ackerman contributed JCCs As Gateways to Jewish Peoplehood, the lead and eponymous article for the 20th issue of The Jewish Peoplehood Papers. The article also ran in eJewishPhilanthropy.com.

JCC Association staff contributed the following articles to eJewishPhilanthropy.com:

Mark Horowitz, vice president and director of the Sheva Center for Innovation in Early Childhood Jewish Education and Engagement, co-authored Continuing to BUILD Jewish Early Childhood Education with Cathy Rolland, director of families with young children at the Union for Reform Judaism and Maxine Handelman, early childhood education specialist for United Synagogue of Conservative Judaism.

Training Israeli Shlichim and Day Camp Directors—Together by Aaron Greenberg, senior consultant for day camp initiatives, featured our Israel Up Close program, which makes it possible for day camp directors to attend the shlichim training seminar held in Israel each spring. At the seminar, day camp directors gain insight into how the shlichim are prepared, and they are able to offer the shlichim valuable information about day camp.

JCCs of North America Biennial

Nearly 500 JCC leaders will convene for three days of learning, networking and fun during this reimagined gathering. Focusing on “Strengthening the New Jewish Community,” this three-day event in Memphis, Tennessee, will bring together thought leaders, JCC professionals and the leadership that supports the JCC Movement. Look for announcements about future initiatives to energize the movement and appeal to a new generation.

JResponse

This JCC Association-led response to natural disasters and humanitarian crises launches officially at the JCCs of North America Biennial in May 2018, when our partner, IsraAid, trains 15 JCC professionals to become pilot JResponders. As we move forward and evaluate future crises, JCC Association will mobilize this network, binding JCCs to one another in a manner consistent with our mutual accountability and our collective responsibility to one another.

Partners in Jewish Community

The goal of this program, based on a longstanding program at the JCC of Metropolitan Detroit, fosters chevruta-style (partner) study between members of the Orthodox Jewish community and those of other denominations. A pilot cohort of JCCs will be selected in 2018 with a projected 2019 launch. This is a scalable project and is part of the research and development we are fostering to bring new engagement programs to the field.

Song of Service

Our hearts will soar when we hear a live performance of the winning submission to “A Song of Service” at the JCCs of North America Biennial. This unique musical competition—sponsored by JWB Jewish Chaplains Council (JWB), along with the Jewish War Veterans and the American Conference of Cantors—asked participants to create an original cantorial work based on the prayer for the United States Armed Forces that appears in the new edition of the JWB Jewish Chaplains Council Siddur.

JCC Association of North America

2017: Making our mark

2018: Looking ahead

JResponse

We’re Growing…
Endowment-Funded Program Support

MERRIN CENTER FOR TEEN ENGAGEMENT
JCC Association is grateful to Anne Heyman z”l and Seth Merrin, whose generosity established the Merrin Center for Teen Engagement, which is dedicated to enhancing the work of professionals who work with teens and providing programming for the youth they serve.

SUPPORT OF THE JCC ISRAEL CENTER
Judith z”l and Mark D. Litt

JEWISH EDUCATION PROGRAMMING
Geni and Lester Pollack z”l

JCC ASSOCIATION SCHOLARS FUND
Syril z”l and Leonard Rubin z”l

THE LENNY RUBIN ISRAEL EDUCATION FUND
In honor of Lenny Rubin z”l, this fund supports Israel education for JCC Association staff. We thank the generous donors who contributed to this fund in 2017.
Laura Rubin
Kate Obstgarten Private Foundation

Endowed Scholarship Fund

JCC ASSOCIATION GRADUATE SCHOLARSHIP FUND
The future requires well-trained professionals. JCC Association recognizes donors who endowed the Graduate Education Scholarship program.
Robert L. Adler Memorial Scholarship Fund
Alumni Scholarship Fund
Elia and Gerrard Berman Scholarship Fund
Elyane and Julian Bernat Scholarship Fund
Harold Dinerman Memorial Scholarship Fund
Shirley and Royal H. Durst Scholarship Fund
Joan and Jesse Feldman Scholarship Fund
Frances and Samuel Finkelstein
Memorial Scholarship Fund
Frenkel Memorial Scholarship Fund
Israel Goldberg Memorial Scholarship Fund
Goodstein-Kleiman Memorial Scholarship Fund
Edein Hochstader Scholarship Fund
Joan and Irwin Jacobs Scholarship Fund
Irene and Edward H. Kaplan Scholarship Fund
Philip R. Kaplan Memorial Scholarship Fund
Bea D. Katcher Scholarship Fund
Charles R. Katz Memorial Scholarship Fund
Mary and Solomon Litt Scholarship Fund
Minnie and Louis Nathanson
Memorial Scholarship Fund
Pesses-Sachs Scholarship Fund
Evelyn S. and Shalo L. Pozez Scholarship Fund
Henry S. and Anne S. Reich Scholarship Fund
Joanna S. and Daniel Rose Scholarship Fund
Syril and Leonard Rubin Scholarship Fund
Michael-Ann Russel Memorial Scholarship Fund
Fedgie and Hy Schultz Memorial Scholarship Fund
Geraldyn and Henry Sicurial Scholarship Fund
Diana S. Simberloff Memorial Scholarship Fund
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Sam Sulstan Memorial Scholarship Fund
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Eric and Stephanie Nislow
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Sharon and David Wax

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Evelyn and Jerome B. Makowsky
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The National Federation/Agency Alliance is a partnership that provides a significant amount of funding to several national agencies, including $794,400 to JCC Association of North America in 2017. The national agencies funded by the Alliance engage in critical work to build capacity and support the work of the federations and their local affiliates. They also help advance the federation system’s goals on a national and international stage. While mindful of its role in evaluating and monitoring the national agencies, the Alliance works to promote deeper relationships and create synergy between the national agencies and the federations.
SECURITY INITIATIVE
The security initiative funded critical expertise and resources required by the JCC Movement in response to the bomb threats.

The Goldhirsh-Yelin Foundation
Jim Joseph Foundation
Irving S. Weinstein Philanthropic Fund

SHEVA CENTER LEADERSHIP INSTITUTE FOR EARLY CHILDHOOD PROFESSIONALS
JCC Association supports the largest number of Jewish early childhood centers in North America, which are often a family’s first and most significant gateway to Jewish communal life. The Sheva Center raises the level of excellence in early childhood education.

The Covenant Foundation
The Crown Family
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STRATEGIC ACTION FUND
The Strategic Action Fund supports newly identified goals, urgent needs and core programs.

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*We are delighted to acknowledge the donors making generous, multi-year gifts.

THE JCC, JOSEPH AND MORTON MANDEL CENTER FOR EXCELLENCE IN LEADERSHIP AND MANAGEMENT
JCC Association is grateful to the Jack, Joseph and Morton Mandel Foundation for its grant created to sustain the Mandel Center for Excellence in Leadership and Management.

THE JCC, JOSEPH AND MORTON MANDEL CENTER FOR JEWISH EDUCATION
JCC Association is grateful to the Jack, Joseph and Morton Mandel Foundation for its grant created to sustain the Mandel Center for Jewish Education.

JCC Association acknowledges the AVI CHAI Foundation for its support of training programs within the Mandel Center for Jewish Education.

Lekhu Lakhem IV: Brings JCC Association’s newly identified goals, urgent needs and core programs.

JCC MACCABI GAMES® AND ARTSFEST®
The largest gathering of Jewish teens and athletes in North America, JCC Maccabi® has helped teen athletes and artists in North America, JCC Maccabi® has strengthened their Jewish identity as they hone their skills, engage in JCC Cares activities and partake in JCC Association’s new newly identified goals, urgent needs and core programs.

JCC ASSOCIATION OF NORTH AMERICA GRANT-MAKING INITIATIVE
The largest gathering of Jewish teens in North America, JCC Maccabi® has strengthened their Jewish identity as they hone their skills, engage in JCC Cares activities and partake in newly identified goals, urgent needs and core programs.

CENTENNIAL FUND
JCC Association of North America and JWB Jewish Chaplains Council recently celebrated our 100th anniversary. We are especially grateful to the following donors.

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Sharon and Stephen P. Seiden
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JWB Jewish Chaplains Council Donors

Annual Report 2017
JCC Association Revenue & Expenses

Revenues

- National Federation/Agency Alliance and Individual Federations: $1,057,000 (9%)
- Affiliate Dues: $5,777,000 (42%)
- Annual Giving and Foundation Grants: $2,310,000 (19%)
- Corporate Sponsorships / Other: $474,000 (4%)
- Draw from Investments for Operations: $760,000 (6%)
- Program Fees: $2,056,000 (21%)

Total Revenue: $12,434,000 (100%)

Expenses

- Program Enrichment Services: $3,129,000 (25%)
- Jewish Education and Israel Operations: $2,598,000 (21%)
- Community Consultation Services: $2,032,000 (17%)
- Professional Leadership: $999,000 (8%)
- Services to the Military: $623,000 (5%)
- Financial Resource Development: $881,000 (7%)
- Marketing & Communication: $744,000 (6%)
- Finance & Administration: $1,301,000 (11%)

Total Expenses: $12,307,000 (100%)

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We look ahead to strengthening and leading the JCC Movement for the next 100 years.