

the roadmap



Harry & Rose Samson Family
Jewish Community Center
2017-2018 ANNUAL REPORT

JCC Members, Partners, Donors & Friends,

For another year, we have been blessed to serve this community through exceptional wellness, education, and community services. Together, we continue to bring to life the values that unite us, bridging the spaces between our locations and building community with all those who choose to make the Harry & Rose Samson Family Jewish Community Center a meaningful destination in their lives.

Of all the things that have been accomplished by this community – and those accomplishments are great and diverse – we remain most proud of the team building that occurs every day here at the JCC. In our board leaders, volunteer committees, members, guests, staff, donors, and community partners, we have incredible teams working together to create something lasting and inclusive.

Throughout this program year, these teams have collaborated to think strategically, invest wisely, and empower our agency to be the best version of itself. At every turn, partnerships have been nurtured and expanded, and the JCC is stronger for the sum total of individual contributions too numerous to count.

As we consider where we've been, where we find ourselves today, and where we intend to go in the years ahead – we're uniquely focused on heading in the same direction together. We say to one another *Leich l'shalom*; a wish to travel safely, to aspire greatly, and to return home in peace.

The road ahead is bright, and we're honored you're on this unique JCC journey.



Jamie Miller
Chair, JCC Board of Directors



Mark Shapiro
President & Chief Executive Officer

HARRY & ROSE SAMSON FAMILY JCC BOARD OF DIRECTORS

OFFICERS

James Miller
Chair of the Board

Nancy Kennedy Barnett
Vice Chair

William Bodner
Vice Chair

Joseph Kasle
Vice Chair

Laura Peck
Vice Chair

Sheryl Rubin
Vice Chair

Ken Stein
Vice Chair

Ryan O'Desky
Secretary/Treasurer

DIRECTORS

Nancy Appel
Steven Arenzon
Brent Arnold
Betty Chrustowski
David Cohn
Brad Dallet
Stephanie Dykeman
Michele Ellner
Josephine Gee
Dr. David Goldberg
Jordan Herbert
Reenie Kavalari
Tami Kent
Dr. David Margolis
Dr. Steven Moffic
LaQuondra Shaw
Howard Siegal
Robert Smith
Fred Tabak
Jessica Vroman
David Wasserman
Scott Yauck







2017-2018 FINANCIAL ROADMAP

EXPENSES

 Summer Services	\$3,069,468	22.38%
 Senior & Special Needs	\$615,221	4.48%
 Community Service & Cultural Arts	\$1,002,221	7.31%
 Family and Early Childhood	\$3,682,530	26.84%
 Health, Recreation & Fitness	\$1,537,448	11.21%
 Member Services	\$948,197	6.91%
 Administration & Fundraising	<u>\$2,862,764</u>	<u>20.87%</u>
	\$13,717,849	100.00%

REVENUES

 Program	\$8,536,776	61.87%
 Membership	\$2,096,099	15.19%
 Community Support	\$2,747,291	19.91%
 Miscellaneous	<u>\$418,065</u>	<u>3.03%</u>
	\$13,798,231	100.00%



the roadmap

Create spaces, moments, and opportunities for everyone to live their lives Jewishly.

create spaces

Entering its sixth decade of service, the Steve & Shari Sadek Family Camp Interlaken JCC announced plans for **full renovations of three cabins** (Asher, Levi, and Reuben) to be completed in advance of the 2018 camp season.

Fully committing to serving the Mequon community for generations to come, Gan Ami Early Childhood Education **hung the mezuzah** on the doors of its new permanent home for the Linda & Fred Wein Family Center at 10813 N. Port Washington Road.

Building upon past successes, the JCC opened its “doors” wide for the entire community to enjoy two new, free Summer Carnival experiences on campus in Whitefish Bay.

The Hy & Richard Smith JCC Water Park celebrated its tenth anniversary as a **destination for JCC families** to enjoy outdoor aquatics, recreation, and community building – complete with new programming and an investment in onsite shade structures.



the roadmap

Sustain our mission and growth by offering consistently excellent programming.

excellent programming

In partnership with community advocates at REDGen, the JCC's Nash Parenting Center hosted free seminars with national expert Dr. Deborah Gilboa, who provided **training and inspiration** on the subject of childhood strength and resiliency.

Honoring Jody Hirsh's eighteen years of service to the JCC, the Milwaukee community came together for "Give Our Regards to Jody" – an evening of professional performance and entertainment celebrating Jody's contributions to Milwaukee **Jewish life and the growth** of the JCC's "Tapestry: Arts and Ideas" program.

The JCC's indoor cycling program was entirely revamped, featuring an **investment in all-new equipment**, updates to the schedule, and inclusion of the program in the free group fitness catalog.

Building upon years of investment and success, the JCC was again among the **highest rated in its peer group** for the Jewish Community Centers of North America's Benchmarking process. In particular, the JCC accomplished double-digit gains in members who measured its fitness, early childhood education, and day camp programs as 'truly exceptional.'



the roadmap

Build upon our intentionally inclusive culture,
reflecting the diversity of those we serve.

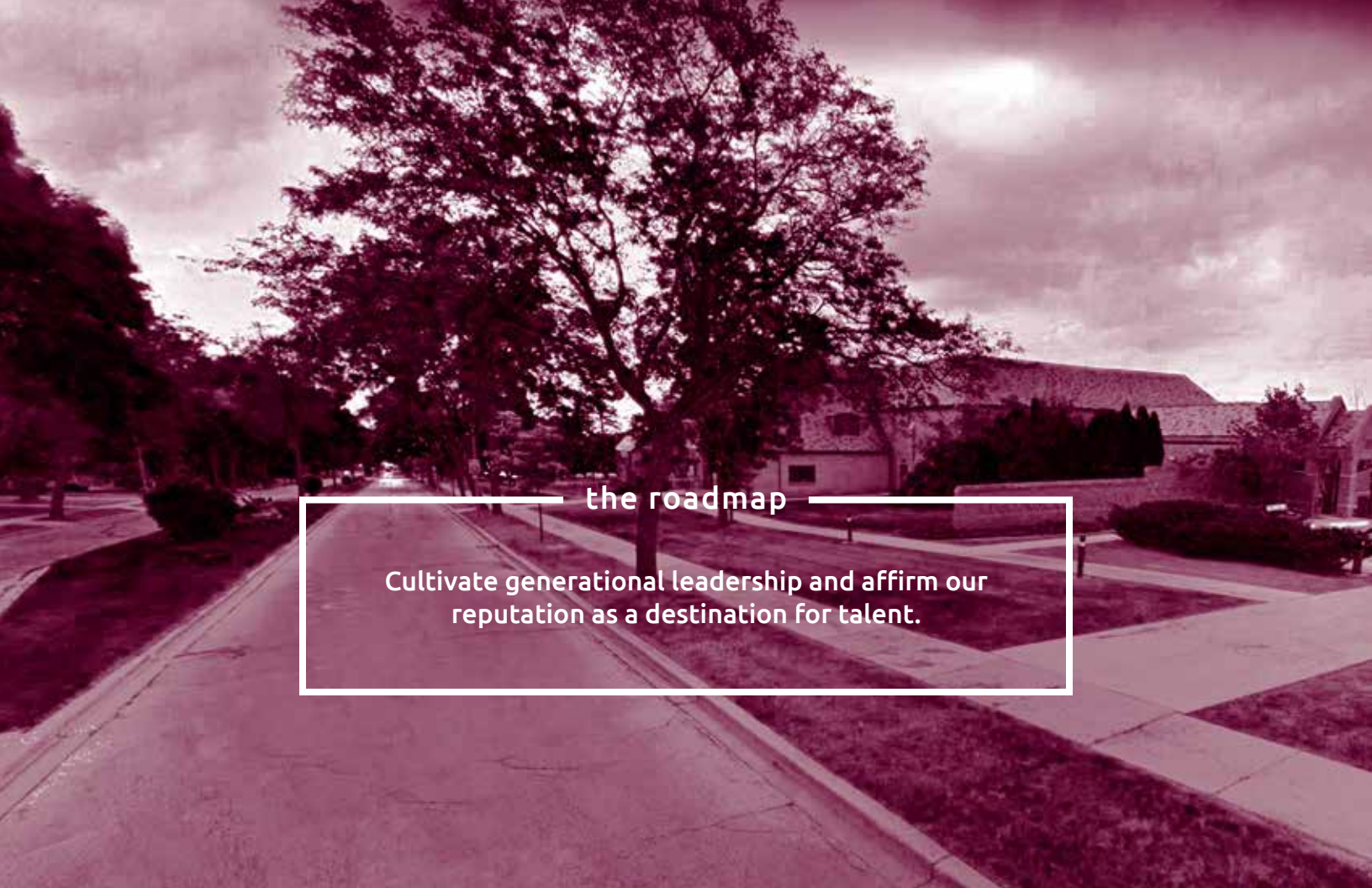
inclusive culture

Partnering with the Milwaukee Urban League, the JCC honored the 50th anniversary of the historic civil rights marches by bringing in daughters of the movement – and leaders in their own right – Bernice King and Susannah Heschel for “Praying With Their Feet.” Hosted at the Pabst Theater, this free event was the first public conversation between these women, focused on **legacy, leadership, and service**.

For the first time in seven years, the JCC sponsored a staff Israel trip, sending a delegation of nineteen JCC leaders for a learning expedition framed around **diversity, leadership, and experiential learning** throughout the land.

The Jewish Community Pantry continued to **grow its service** (even in snow storms) and supported over 12,600 households in Milwaukee’s Amani and Metcalfe Park neighborhoods through an investment in technology and a reimagining of its food delivery methods to include a **client choice model**.

The JCC Recreation and Special Needs Departments partnered to bring the Discover Ability Open Gym to the Marcus Gymnasium, ensuring an opportunity for **individuals of all abilities** access to high quality recreation and engagement.



the roadmap

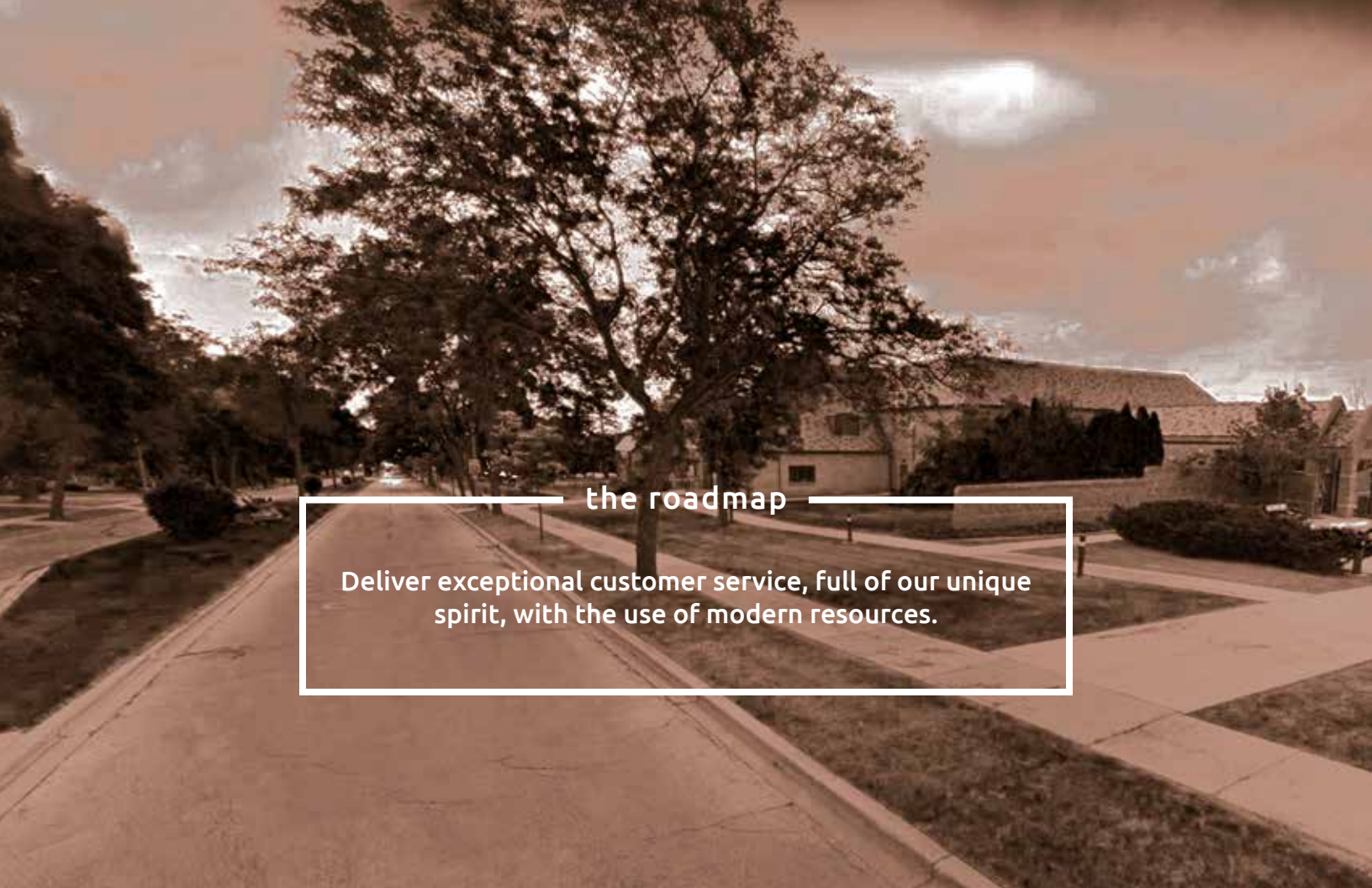
Cultivate generational leadership and affirm our reputation as a destination for talent.

generational leadership

JCC President & Chief Executive Officer **Mark Shapiro was honored** with the FBI Director's Community Leadership Award, receiving his award from FBI Director Christopher Wray in a special ceremony at FBI Headquarters in Washington, DC.

In partnership with the JCC Board of Directors, leadership staff, and volunteer committee members – the JCC engaged in a year-long process of writing and advancing a **new Strategic Roadmap** on behalf of the entire agency.

Among many **noteworthy staff achievements**; JCC Chief Operating Officer Jesse Rosen was named a fellow in the prestigious Executive Leadership Program of the Mandel Institute for Nonprofit Leadership, Gam Ami Educator Rachel Witliff was invited to join the JCCA's Sheva Center Leadership Institute, and Rabbi Shari Shamah and Camp Interlaken JCC Director Toni Davison Levenberg earned Masters of Arts in Jewish Professional Studies from the Spertus Institute.



the roadmap

Deliver exceptional customer service, full of our unique spirit, with the use of modern resources.

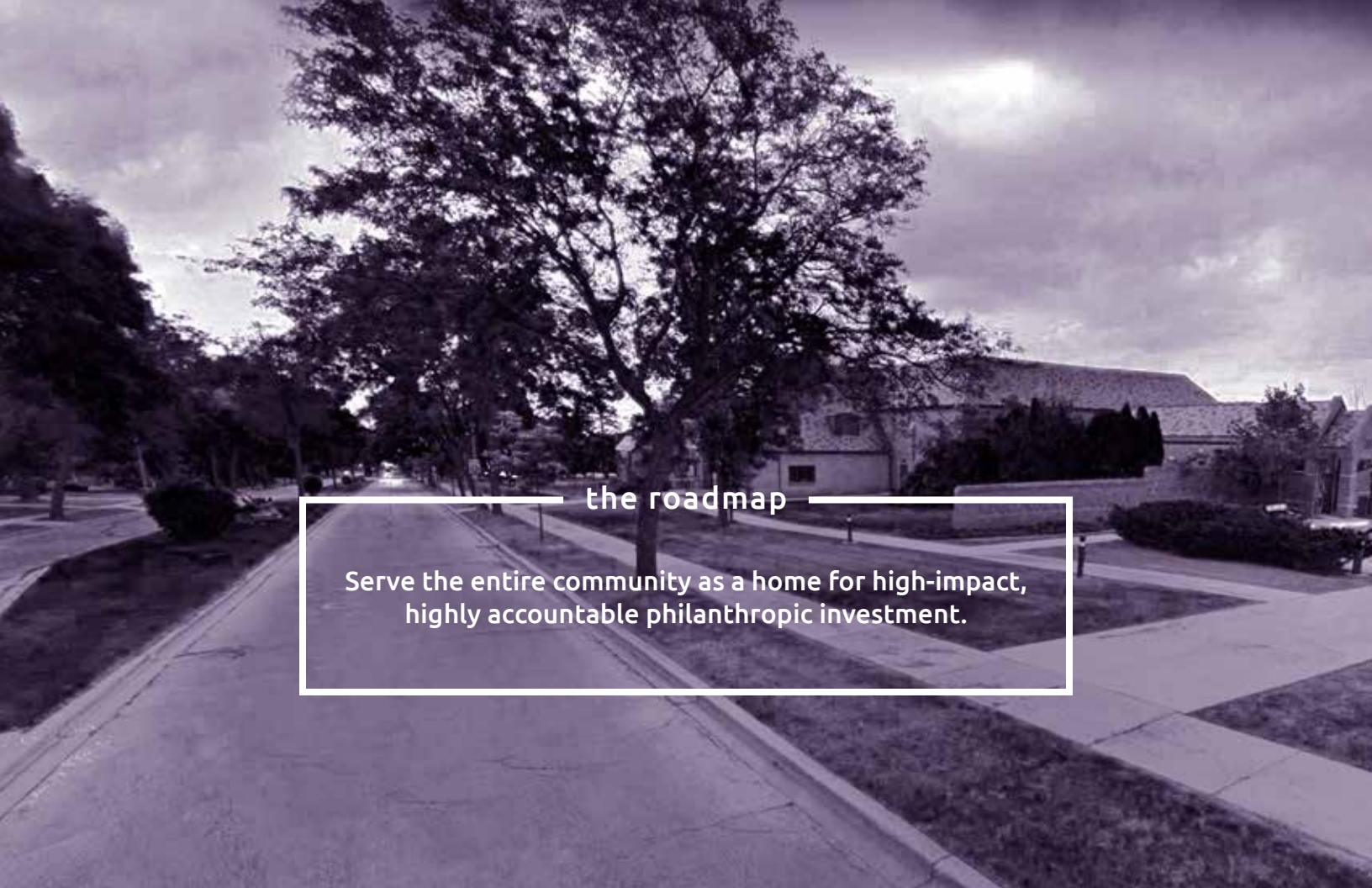
modern resources

Under the leadership of the JCC Marketing Committee, renovations are underway for a **new web experience** at jccmilwaukee.org, scheduled to be unveiled in the summer of 2018.

WIRED, an exclusive heart rate monitoring system, was installed throughout the JCC – greatly enhancing members’ fitness experience. This program informed the evolution of the JCC’s high intensity interval training program, AfterBurner, and is a **continuation of the membership investment** process launched in 2015.

The JCC continued its investment in **new and enhanced communications** channels; including a new platform for engaging with Gan Ami Early Childhood Education families, text alerts, and video services.

In partnership with the State of Wisconsin, the bus fleet of the JCC was improved with new vehicles, **enhancing the transportation experience** for after-school, special needs, and adult services.



the roadmap

Serve the entire community as a home for high-impact, highly accountable philanthropic investment.

philanthropic investment

Increased funding for the “Road to Rainbow” program continued to ensure that all children – regardless of financial, accessibility, or health challenges – **had access to the experiences** at the Albert & Ann Deshur JCC Rainbow Day Camp. This includes a growing partnership with Children’s Hospital of Wisconsin, offering specialized services for patients and families under the care of the region’s premier pediatric care center.

The community continued to invest deeply in the efforts of the JCC, with **increases in campaign contributions** for the Jewish Community Food Pantry and Steve & Shari Sadek Family Camp Interlaken JCC’s B’Nai He Atid annual giving program.

The JCC’s signature events – KidShare, Laugh It Up Milwaukee, and the Milwaukee Jewish Film Festival – all boasted **strong audiences** and **overall financial support**. Laugh It Up Milwaukee featured legendary performer Wayne Brady at the Riverside Theater and raised funds and awareness for the programs of the JCC and 2018 signature partner, Safe & Sound Milwaukee.



Harry & Rose Samson Family
Jewish Community Center
jccmilwaukee.org

OUR LOCATIONS

Karl Jewish Community Campus • 6255 N. Santa Monica Blvd., Whitefish Bay

Gan Ami Early Childhood Education • Karl Campus • Whitefish Bay

Linda & Fred Wein Family Center for Gan Ami Early Childhood Education
10813 N. Port Washington Road, Mequon

Albert & Ann Deshur JCC Rainbow Day Camp • W3985 Trails End Rd., Fredonia

Hy & Richard Smith JCC Water Park • 11015 N. Market Street, Mequon

Daniel M. Soref Education & Retreat Center • W3985 Trails End Rd., Fredonia

Steve & Shari Sadek Family Camp Interlaken JCC • 7050 Old Highway 70, Eagle River

Jewish Community Pantry • 2900 W. Center St., Milwaukee

The Harry & Rose Samson Family Jewish Community Center is a non-profit, social service agency founded upon Jewish ethics and values. It is committed to meeting the ever changing needs of the entire Jewish community for strengthening Jewish identity and for enriching the quality of Jewish life.

The Center provides the total community with a forum for open dialogue regarding matters affecting Jewish life here, in Israel and throughout the world. It initiates diversified social, educational, recreational and cultural programs within a Jewish setting.

The JCC is a partner in serving the community with the Milwaukee Jewish Federation, is affiliated with the JCC Association of North America and a beneficiary agency of The United Way of Greater Milwaukee and Waukesha County.



MILWAUKEE
JEWISH FEDERATION



Greater Milwaukee
& Waukesha County