

Find Your **CENTER**



To Our Family of Members,

Find Your Center.

This has been our call over the past program year and, really, for as many years as we've been blessed to serve this community. We are drawn to it because, even in how it's phrased, it represents the Harry & Rose Samson Family Jewish Community Center perfectly — active, aspirational, and completely flexible to meet the ever-changing needs of a diverse community.

Center can be a place; in time, in geography, or in mind. It can be about physical state, or emotional strength, or the continuation of a spiritual journey. In finding your center here, it can be for a specific moment in time or phase of life — or it can be for the duration, at every turn for every unique need.

In another year of meaningful success, serving our community and partnering to build a healthier Milwaukee, we look forward to building from strength and aspiring to even more collaborative impact. Thank you for making the JCC a part of your lives, and for joining us as we all work together to build our best center.

B'Shalom,



Joe Kasle
Chair of the Board



Mark Shapiro
President & Chief Executive Officer

MISSION STATEMENT

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.

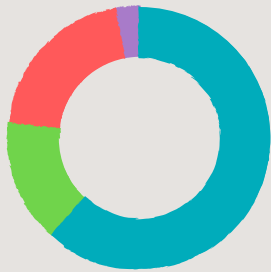
The Center provides the total community with a forum for open dialogue regarding matters affecting Jewish life here, in Israel and throughout the world. It initiates diversified social, educational, recreational and cultural programs within a Jewish setting.

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.



EXPENSES

Summer Services	\$3,263,899	22.28%
Senior & Special Needs	771,000	5.26%
Community Service & Cultural Arts	1,109,307	7.57%
Family & Early Childhood	3,863,369	26.37%
HR&F	1,980,513	13.52%
Member Services	1,039,289	7.09%
Admin & Fundraising	2,624,640	17.91%
Total	\$14,652,017	100.00%



REVENUES

Program	\$9,138,213	61.71%
Membership	2,223,457	15.02%
Community Support	3,013,162	20.35%
Misc	432,685	2.92%
Total	\$14,807,517	100.00%

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* Of blessed memory

CENTER OF IMPACT: Education

Gan Ami Early Childhood Education reached another milestone as it earned a five-star rating from the State of Wisconsin's Youngstar program, coupled with its accreditation from the National Accreditation Commission for Early Care and Education Programs, ensuring that the quality of the experience our families enjoy is matched by excellence in program leadership.

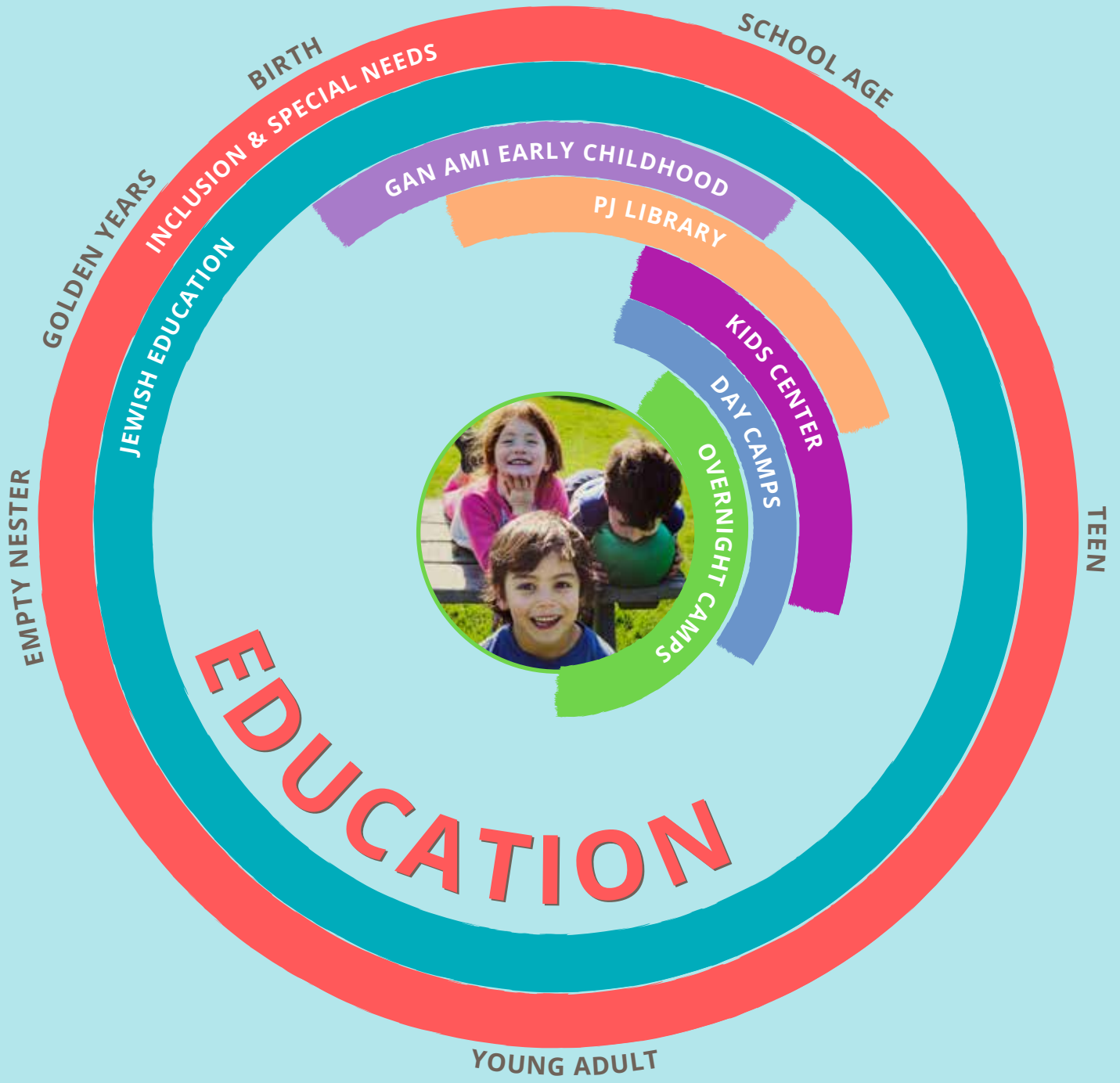
Throughout the JCC Youth Department, we increased participation and collaboration. Our **Kids Center** Before and After School Program continued to see growth in enrollment, and both the **Saturday Night Live** series and our **JCC Vacation Day** programs met our families' needs with flexibility and quality.

Our day camp programs, both at the **Albert & Ann Deshur JCC Rainbow Day Camp** and on campus at the **JCC in Whitefish Bay**, continued to partner to deliver families a modern and consistent experience. Chief among these efforts was a commitment to an inclusive Shabbat experience every week, and a collaborative approach to family service.

At the **Steve & Shari Sadek Family Camp Interlaken JCC**, we continue to invest in the two assets that make camp exceptional: our place and our people. Three more cabins were renovated in the offseason, and a commitment to training staff on mental health, inclusion, and diversity will ensure a camp community that is meeting the needs of the young leaders we serve.

With a variety of programs that span geography, age, and ability — both **PJ Library** and the **JCC's Center for Inclusion and Special Needs** saw increased engagement by focusing on depth of impact. PJ Library continued to see growth in lay-lead events and programs, and Special Needs demonstrated its expertise with a focus on community partnership.

Above all, we know that education is a lifelong endeavor. Our commitment to providing meaningful learning experiences extended beyond the traditional classroom, and our ongoing **adult programs and Judaic education classes** continued to provide the community with a meaningful destination for dialogue and discovery.



EDUCATION

GOLDEN YEARS

BIRTH

SCHOOL AGE

TEEN

YOUNG ADULT

EMPTY NESTER

JEWISH EDUCATION

INCLUSION & SPECIAL NEEDS

GAN AMI EARLY CHILDHOOD

PJ LIBRARY

KIDS CENTER

DAY CAMPS

OVERNIGHT CAMPS



CENTER OF IMPACT: Community

Community services and programs is a broad label, and sometimes a challenge to define. But community is, in fact, our middle name. In many ways, not only is it among the most inspiring work we do — it's also deeply embedded in everything we do.

From the rousing success of **Laugh It Up Milwaukee** to **KidShare** to the **Milwaukee Jewish Film Festival** to **Community Hanukkah** and **Summer Carnivals**, there's rarely a month on the calendar in which a JCC sponsored or partnered program isn't prominent. In this past year, we realized even greater community and corporate support for these programs — and their impact has never been stronger.

Tapestry: Arts & Ideas from the JCC continues to evolve into one of the Milwaukee area's finest destinations for arts, culture, and ideas presented through a Jewish lens. The **Surlow Promenade** of the JCC has been filled with high quality exhibits and experiences, the **Daniel M. Soref Community Hall** overflowing with new performances and series, and the roadtrips to and from museums and halls never more active.

The JCC aspires to demonstrate its expertise at every stage of life, and continues to excel in programs for our early empty-nesters, happily retired, and beyond. From **KOACH** to **Men's Club** to **Mah Jongg** and more — senior programs are providing the entire community with lasting relationships, experiences, and memories.

The **Jewish Community Pantry** enters another decade of service with a singular goal — to close the pantry because hunger in our community has been eradicated. Until that goal is met, we will continue to partner with community leaders to innovate our service, broaden our impact, and constantly evolve to meet the needs of Milwaukee residents with dignity and justice.

TIKKUN OLAM *Repair the World*

JEWISH COMMUNITY PANTRY

COMMUNITY



KOACH & MENS CLUB

COMMUNITY PROGRAMS

YJAM

TAPESTRY - ARTS & IDEAS FROM THE JCC

KEHILLAH *Community*

KAVOD *Respect*

TZEDAKAH *Justice*

CENTER OF IMPACT: Wellness

We know that there's more to wellness than just fitness — and that physical fitness can also be a spiritual, emotional, and educational experience as well! Across the JCC's centers of excellence, wellness remains one of the primary ways our members and guests discover themselves, their neighbors, and their community.

Our **fitness programs** reached new heights with innovative programs and service expertise. Specialty fitness services — **small group training, Pilates, unique classes** — continued an upward trend of new users and increased revenue. With overall increased membership (the highest in over a decade!) the Habush Family Fitness Center continues to be a central convening space for the entire community.

JCC Recreation Programs — both youth and adult — realized ongoing success in its core programs. The **Sherwood Temkin Youth Basketball League** again surpassed historic highs in enrollment, and both the **Adult Basketball League** and **Adult Softball League** performed at capacity. New this year — a partnership with the Milwaukee Jewish Federation to bring '**Catchball**' — Israel's fastest growing women's sport — to the Marcus Gym for a one-day tournament with over 70 participants.

The **JCC Aquatics** team saw growth across every area of service — a 14% increase in overall swim lesson enrollments, a 41% increase in swim team participants, and a 100% increase in new chairs on the pool deck of the **Hy & Richard Smith JCC Water Park**.

We continue to demonstrate that wellness extends beyond ability or capacity, offering unique programs and services including adaptive yoga, swim, strength, and recreation programs. Our new onsite partnership with **Froedtert & the Medical College of Wisconsin** will build upon this focus, and will provide additional services and educational opportunities.

PHYSICAL

ADAPTIVE SERVICES

FITNESS

YOUTH RECREATION

ADULT RECREATION

AQUATICS



WELLNESS

EDUCATIONAL

SOCIAL

SPIRITUAL

EMOTIONAL

PRIORITIES & PERFORMANCE

Create

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

Sustain

our mission and
growth by offering
consistently excellent
programming.

Build

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

Cultivate

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

Serve

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

Deliver

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

3,148

Projected Active Membership
Units (Highest in a Decade)

6.1%

Increase in Overall Program
Revenue (from previous year)

23%

Increase in Overall Contributed
Revenue (from previous year)



FIND YOUR CENTER



Harry & Rose Samson Family
Jewish Community Center
jccmilwaukee.org

FIND YOUR CENTER

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

10813 N. Port Washington Rd., Mequon

Albert & Ann Deshur JCC Rainbow Day Camp

W3985 Trails End Rd., Fredonia

Hy & Richard Smith JCC Water Park

11015 N. Market St. W15, 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