



2021 IMPACT REPORT

Fostering Jewish identity through authentic experiences, building bridges between communities and encouraging all to be their best selves.

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JCC AT A GLANCE

115

Years in the Rochester Community



50 Fire Circles



20 Books Featured in the Lane Dworkin Jewish Book Festival



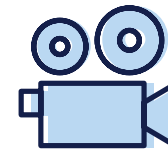
3060 Active Members



6 Red Cross Blood Drives

1709

Gifts made in 2021



27 Films Featured in the Ames Amzalak Rochester Jewish Film Festival



3,000 Swimmers a Month



3600 lbs. of Food Donated to Brighton Food Cupboard

200

Older Adults Monthly at Bagels + Coffee

78

Life & Legacy Members



70 Kids Registered for COVID-19 Clinic

400k

Antibacterial Wipes Used



2000 Personal Training Sessions

100

Kids enrolled at Wolk Children's Center



8 Menorah Lightings



320 Fitness Classes a Month

THE WILLIAM AND MILDRED LEVINE BUILDING

LO... SH COMMUNITY CENTER



HELLO

2021. It was a more challenging year than we expected – the vaccine roll-outs gave us all hope that 2021 would be the year the world returned to normalcy. We have continued to struggle with fiscal uncertainty caused by reduced revenues, additional costs, mandates, and staffing shortages. Yet, despite these challenges, we have achieved so much together this year, including more focused programming and services for families and active older adults.

Constant and resourceful calibrations have increased our moments of happiness and satisfaction as we live our mission to:

- Foster Jewish identity through authentic, welcoming, and participatory experiences
- Promote mutual understanding + respect by building bridges between the Jewish community and community-at-large
- Empower community members to become their best selves at each stage of life by providing enrichment, wellness + support

We couldn't have done this without you – every individual donor, corporate sponsor and foundation benefactor who continues to provide critical support during this time. Your unprecedented philanthropic support allowed us to serve our community this year.

In the immediate future, we plan to continue to build upon our successful strategy of partnering with best-in-class community organizations to deliver more enrichment opportunities for our community.

The JCC has been here for 115 years, and as we look ahead to 2022, we are making plans and acting decisively to make sure we continue to provide our valuable programs and services to you and the entire community for generations to come. Thank you for continuing to stand by us and dream with us.

Josh Weinstein
CEO



Karen Lesser Menachof
JCC Board President



...most of all we love the JCC's atmosphere. It's a welcoming community where you can come as you are – no matter your faith!

I know every time I walk through the doors, there's an opportunity for me to make a connection. I always feel better after I visit the J.

– Sally T., Member



L'CHAIM

2021 brought different ways for our members to connect with Jewish knowledge, traditions and values. With your support, we were able to offer meaningful ways to make connections with our Jewish heritage. In 2022, we'll be increasing these touch points by welcoming the Jewish Federation to our campus and reopening the kosher café.

- Films and books by Jewish makers
- Weekly Israeli dancing
- Celebrating Shabbat at Wolk Children's Center
- New home to Temple Emanu-El
- Camp Seneca Lake continues it's legacy of building Jewish identity and values
- The JCC was a community distribution point to support The Blue Light Project
- Rally against antisemitism



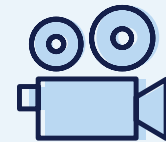
**52 Kid
Shabbats**



**8 PJ Library
Events**



**20 Books Featured
in the Lane Dworkin
Jewish Book Festival**



**27 Films Featured
in the Ames Amzalak
Rochester Jewish
Film Festival**

Someone once stated that their favorite Jewish holiday was the Jewish Film Festival. And so it is with so many Festival goers in our community. Where else can you bring together a diverse community viewing Jewish theme films of such high quality. The JCC Film Committee has been like family to me all these wonderful years engaging with thoughtful, insightful people who love film.

— Elliot Fix, RJFF Chair 2009–2011, Committee Member
2003–Present



SMILE

Our childcare and camps provided children with more normalcy this year. With the help of enhanced safety protocols to keep campers and staff safe, JCC classes and camps were filled with the sound of children exploring, learning and laughing. Staffing in 2021 was especially challenging, but our team showed great flexibility and ingenuity to help overcome the challenges that continue today.

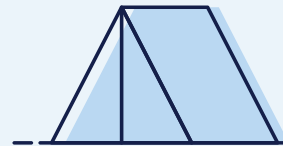
- We introduced School Day at the J, a hybrid learning support program, housed at Wolk Children's Center.
- At Camp Seneca Lake, campers had life-changing experiences and connections that only Jewish overnight summer camp can provide in a Covid-safe environment.
- Our children's day camp, Summer Days at the J, spent its second summer on our campus, exploring our new nature trails and splashing in the pool.



**100 Kids in Wolk
Early Education**



**67 Kids in School Day
at the J**



**456 CSL and Summer Days
at the J Campers**



**107 CSL Campers
Received Financial Aid**

My young son needed a safe environment overseen by a community of professionally trained and caring administrators and educators to help him grow (cognitively, physically, socially, emotionally, and spiritually). We are incredibly grateful, especially for Teacher Kathy.

— Cara Reindl, Wolk Parent



CONNECTION

Community – we all feel better when we are connected. In 2021, we formed new partnerships and reimagined existing partnerships to address the unique needs of the pandemic for our community that was in need of support and meaningful connections.

- Lifespan brought daily active adult programming to our facility.
- Rochester Regional Health provided vaccine support with scheduling of shots and vaccine clinics. Healthy living support via wellness webinars took place weekly.
- Our members donated generously to Brighton Food Cupboard.
- TechAge held classes and help sessions to make sure that members were comfortable with Zoom and other online tools.
- EnCompass, part of Education For Success Foundation (ESF), held their summer bridge learning program at the JCC and hosted the second annual family weekend at Camp Seneca Lake. ESF helps students reach bright futures by helping students and families break down barriers that impede success.
- The JCC opened it's nature trail, perfect for both people and pups and held the very first Trail Days at the J, open to the community. The day was filled with nature, crafts, donuts and fun.



**300 Vaccines
Scheduled
for Members**



**1200 Bagels for
Active Older Adults**



**9 EnCompass
Families Hosted for
CSL Family Camp**



**300 Lifespan
Program Hours**



**30 RRH Wellness
Wednesday
Seminars**

...at the 2020 ESF Summer Family Camp, Clara spent time with other parents during the “coffee hour” and learned that she was not alone feeling overwhelmed and struggling to raise two children on her own, dealing with low grades and behavioral problems. She voiced her frustrations over virtual learning and her feelings of not being able to do it all.

Fast forward to 2021 ESF Family Summer Camp: Clara and her children stepped off the bus with huge smiles, ready for a second year at camp. The family was laughing and joking with each other and their excitement about being at camp was contagious. Clara made it a point to share how much she felt camp helped her family and that the “magic of camp” lasted all year long.



APPLAUSE

In 2021, live performances returned to our stages to bring arts and culture back safely. The joy and excitement was palpable, thank you for making that possible.

- We built and opened the Dawn Lipson Canalside stage, an outdoor performing arts venue that housed performances from early spring to fall.
- Canalside was also a popular venue for other performing art groups, including Fringe Festival, RPO, Blackfriars, A Magical Journey Thru Stages, and Trillium Health who presented an original show on our stage.
- CenterStage reopened for the fall season, featuring several shows, *Searching for Tevye*, *Something Magical*, and the family favorite TYKEs hit *Don't Let The Pigeon Drive The Bus*.
- Both the Lane Dworkin Rochester Jewish Book Festival and the Ames Amzalak Rochester Jewish Film Festival held in-person and virtual events.



**48 Book + Film
Festival Events**



**3500 CenterStage
Attendees**



**1500 TYKEs
Attendees**



**60+ Dawn Lipson
Canalside Events**

The outdoor performance was amazing. So much talent and energy on that stage. Congratulations to everyone involved. Something Rotten was definitely a success. Thank you for bringing live theater back!

— Sherri A., CenterStage Attendee

What a great place to engage your kids in interactive theatre while teaching life lessons from their favorite stories.

— Amanda W., TYKEs Attendee



WELL

The JCC innovated to continue providing opportunities for our community to stay active and engaged, whether in-person or at home.

- Launched a holistic wellness platform grounded in the six dimensions of wellness: physical, intellectual, emotional, social, spiritual, and environmental
- Outdoor strength-training area and fitness classes
- More mind-body classes to help with mental wellness
- Free orientations to any member that wanted a refresher course on our equipment
- Ran weekly wellness classes at the Summit
- Partnered with many community wellness programs: Girls on The Run, Rochester Area Triathletes, Victor Swim Team, Brighton Lacrosse Club, Norman Howard School, Rochester District Soccer League.
- Grew Financial Aid program to make membership more accessible



170,000 Scan-ins



40 Financial Aid
Memberships



2500 Fitness Class
Registrations



**Centered
Wellness**
Find your center here

6 Dimensions of
Wellness Platform

*...in order for me to continue to use the JCC,
I unfortunately needed to ask for a little assistance.
It was not easy for me, but it was done in a respectful
manner. I am grateful for the assistance so I can
remain healthy physically and emotionally...*

— Financial Aid Recipient

*It is beautiful and thank you for all the hard work in
keeping it sanitized during this time. I feel very safe
exercising there. Great staff, too!!*

— Mary C., Member



GIVE

Without our generous donors, like you, all of this would not have been possible. Being able to offer our programs and services gave our community the ability to feel better by connecting with friends over coffee, taking a familiar workout class or an engaging lecture.

In 2021, our generous donors gave a total of \$2.75m.

CIRCLE SOCIETY

The Circle Society, was launched in 2021, and this treasured group of individuals believe in the importance of Jewish culture, community, and philanthropy that is demonstrated through their extraordinary support. This group of visionary leaders work together to support the continued growth and strength of programs benefiting the JCC by giving unrestricted dollars to address the agency's most urgent needs.

133 members of the Circle Society donated \$640k with unrestricted annual gifts this year.

LIFE & LEGACY

Life & Legacy is a collaborative program that helps individuals and families create legacy gifts for Jewish causes, providing a permanent source of support for our community.

Life & Legacy is founded on the principle that all of us can make an enduring impact.

The Foundation of the Jewish Federation of Greater Rochester administers the program in partnership with 16 local synagogues and organizations in Jewish Rochester, which receive training and incentive grants from the Harold Grinspoon Foundation.

To date, we have secured 82 letters of intent with an estimated value of \$2.6m.

Your gift is more
meaningful
than ever before!



Simply put, the JCC made us feel at home. We have chosen to give back with a gift to the Circle Society. We hope that our love for the JCC will carry on for generations to come.

— Daphne & Howard Cohen, Circle Society Members

We don't have family here so it has meant the world to us to build those connections at the JCC while staying connected to our roots. We choose to make a meaningful unrestricted gift each year to ensure our beloved Center can continue to impact countless others in meaningful ways.

— Dalit Spindel, Circle Society Member



THANK YOU

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° Circle Society Member

^{z"l} Of Blessed Memory

The following reflects gifts made between 1.1.2021 and 12.31.2021. While we have made every effort to recognize donors appropriately, we appreciate notification of errors so that we can correctly acknowledge your support. Please contact Elizabeth Moore at emoore@jccrochester.org.

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