

# 2022 IMPACT REPORT

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

## JCC AT A GLANCE





## HELLO

The Louis S. Wolk Jewish Community Center took meaningful steps forward in 2022 despite persistent challenges from the previous year, including increased operational costs and staffing shortages. We experienced significant membership growth, increased focus on programming for families and older adults, and celebrated more vibrancy throughout our building and campgrounds.

Looking back on 2022 brings a sense of joy and pride in what we've achieved while supporting our mission:

- We **fostered Jewish identity through authentic**, **welcoming and participatory experiences** with our continued programming partnership with PJ Library and our community-wide Shabbat Sing and Purim Festival.
- We promoted mutual understanding and respect by building bridges between the Jewish community and community-at-large through our ongoing Lifespan programming, by hosting events in our facility, and by inviting community members in for their first visit here.
- We empowered community members to become their best selves at each stage of life by providing enrichment, wellness and support through our partnership with Rochester Regional Health, by expanding our fitness offerings and by providing a space for the community to flourish.

Each donor, corporate sponsor and foundation provided much-needed support to allow us to serve our community and we would not have been able to deliver our mission without your generous backing.

2023 marks the 50<sup>th</sup> birthday of our residence here on the Edgewood Avenue campus. Many things remain the same as in 1973, such as our commitment to caring for the community. But change is necessary to accommodate the ever-shifting needs of society and the agency. So while we celebrate our past, 2023 will bring opportunities for the JCC to ensure that future generations can experience what we have all come to love about the JCC – a sense of belonging and community.

Joshen ( Weinst-

Josh Weinstein CEO

Howard Cohen JCC Board President



## GIVE

We wouldn't be here without you. In 2022, you made a thoughtful and impactful gift that allowed us to remain open and available to our greater community.

The power of our donors giving is transformational. In 2022, we received donations totaling \$3.05 million from 1,550 treasured donors and were proud to welcome 143 new donors to the JCC. Your support is leading by example to inspire the community to participate in giving back. However you give, your generosity has an impact.

#### **CIRCLE SOCIETY**

Your unrestricted gift of \$1,000+ is essential as it funds the most urgent needs, including overhead costs required to keep our center running. These funds supported early childhood education, arts and theater programs, and fitness and wellness classes for our thriving community. In 2022, our 146 members of the Circle Society gave more than \$625,000.

#### **ANNUAL FUND**

Your annual unrestricted commitment allows us to create connections and meaningful moments that bring the entire community together. Your support impacts every program. Every service. Every member. Every day.

#### **PROGRAM SPECIFIC**

There is a program or service for everyone at the JCC. From our littlest members experiencing the joy of learning at the Wolk Children's Center, to campers spending the summer making life-long memories at Camp Seneca Lake, to community members enjoying live performances with CenterStage. Your support ensures our programs thrive today and for generations to come.

#### **LIFE & LEGACY**

Your gift to Life & Legacy makes an enduring impact. The Foundation of the Jewish Federation of Greater Rochester administers the program in partnership with local synagogues and Jewish organizations in Rochester, with support from the Harold Grinspoon Foundation and Federation. To date, we have secured 82 letters of intent with an estimated value of \$2.6 million. I realized this was my second home, **and I had a second family here.** In fact, if I missed a class, I got calls from other members, checking on me and letting me know I was missed! Their support and friendship brought me out of my shell.

I am so grateful for that.

- SY M., Member for 18 years







## APPLAUD

A warm round of applause for Arts & Culture programs and shows, captivating over 20,000 audience members throughout 2022! Your generosity ensures that these exceptional programs can be maintained and grow for years to come.

With donor support and ticket patronage, this year:

- CenterStage shared the World Premier of *Rise, A New Musical* which tells a story of a group of young women who work as leaders of the underground Jewish Resistance as they organize and wage an uprising against the Nazi regime.
- We enjoyed a 2<sup>nd</sup> summer of outdoor events at the Dawn Lipson Canalside Stage, including concerts, KidStage, films, Shabbat Sing, the JCC Gala, and various community events.
- CenterStage launched its 46<sup>th</sup> season which included the premiers of Tracy Jones and On the Market, the music of Broadway with Something Musical, the popular tunes of the 70s with Hitmakers, and the musical theatre favorite Little Shop of Horrors.
- TYKEs presented an original musical, The Sharing Stone, plus family favorites Last Stop on Market Street and Llama Llama Red Pajama, and an annual show-in-a-week program with Missoula Children's Theatre.
- The Lane Dworkin Rochester Jewish Book Festival and the Ames Amzalak Rochester Jewish Film Festival hosted events at the JCC and around town, including the Dryden Theatre, Comedy at the Carlson, and Temple Beth El.
- Ensured the voices of Holocaust survivors are never silenced by conceptualizing a documentary film based on the play *Survivors*, while also resuming school tours so that this important message is shared with our community.



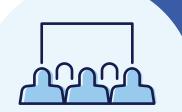
4,100 Book + Film Festival Attendees



7,200 CenterStage Attendees



5,300 TYKEs Attendees



4,300 Concert Attendees The Film Fest was excellent. Kudos to the committee who chose the films and to all the people who worked to make this one of the best weeks of the year in Rochester. – Ron, Member

How is it that in 16 years of education, I never heard about the Jewish couriers of WWII? Thankfully, Rise has bridged this gap in my schooling-in the most memorable and moving way possible. From the riveting story to the gorgeous music and lyrics, it's one of the best shows I've ever seen (and I've seen dozens, from Broadway to London's West End). Rise is so good, in fact, that my husband and I had to see it twice!

– Melissa B.







We are at our best when we are connected. Community is at the heart of who we are – a community center that welcomes everyone and connects people from all walks of life, while supporting this community many of us call home.

Your generosity provided support and created meaningful connections throughout 2022.

With donor support and membership fees, this year:

- We focused on families and ramped up family programming and services. This included reopening the newly renovated Family Room, reinstituting drop-in and drop-off care in PlayGym and Family Room, and reimagining the InZone to become a drop-in game room.
- We collaborated with Lifespan to offer daily programming tailored to our active adult population that encouraged everyone to stay well and connected.
- Rochester Regional Health brought wellness full circle and offered wellness screenings, clinical support, and educational opportunities including Wellness Wednesday Seminars.
- Members donated generously to Brighton Food Cupboard, Community Diaper Drive, and our bi-monthly Red Cross Blood Drives.
- Technology assistance was available through classes or one-on-one instruction from TechAge.
- EnCompass, part of Education for Success Foundation (ESF), held their summer bridge learning at our center and hosted the third annual family weekend at Camp Seneca Lake.



6 Red Cross Blood Drives



54 Family Friendly Programs During November & December



378 Unique Lifespan Participants



25 TechAge Classes Offered I'm so grateful to you for giving my children reasons to beg to visit the JCC every single day. It is such a gift to connect and play with them and other old and new friends during these special events. We are so fortunate to be part of this incredible community.

– Leora R., Member





## SMILE

In 2022, JCC classrooms and camps were filled with the sounds of children exploring, learning, laughing, and making memories that will last a lifetime. From our infants to our senior campers, we are committed to providing a nurturing, safe environment where children can grow, thrive, and become the remarkable people we know them to be.

With donor support and tuition fees, this year:

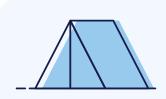
- Camp Seneca Lake campers had life-changing experiences and connections that only Jewish overnight summer camp can provide. The community and family-feel can't be matched.
- Summer Days at the J campers spent days filled with arts + crafts, drama, nature, athletics, music, and swimming.
- Before and Aftercare school programs provided students with the opportunities to start or finish their school days with activities such as gym, dance, yoga, swim, and STEAM programs.
- Wolk Children's Center offered enhanced enrichments, new curriculum, and opportunities to gain a passion for learning in a warm and welcoming environment.



286 Children in Early Education and School Age Programs



215 Summer Days at the J Campers



98% of CSL Campers Felt a Sense of Belonging



\$40k in CSL Scholarships

Wolk has been a second home to our daughters. The teachers and director care intensely about the quality of care and education that the children receive. The staff's attention to detail, creativity, and commitment to creating a fun and stimulating environment are beyond what we could have hoped for. The most important aspect of our experience has been that Wolk treats our daughters as if they are their very own, which is all any parent can truly ask for. We are so grateful and cannot thank the amazing staff enough!

- Elizabeth and Ben C., Wolk Parents





## THRIVE

Lift more than weights at the JCC. We continued to provide opportunities for every member of our community to lift their mood by participating in programs or activities that make them happy.

- We added drop-in and drop-off Family Gym Time to our Open Gym schedule for our families and children to enjoy gross motor play and time together.
- Partnered with many wellness programs: Girls on The Run, Rochester Area Triathletes, Norman Howard School, The Summit, Jewish Family Services, and PJ Library.
- Pickleball mania! We expanded our open court times, league offerings, and private lessons.
- Expanded physical activity orientations and personal training sessions, creating even more routines to help community members reach their personal best.
- Our pools welcomed, on average, 155 swimmers a day. This includes swim lesson participants, families for open swim, and adults of all ages for laps and aqua aerobics.



1500 New Units with Membership Promotions



908 Tours Given by Member Services



65+ Group Fitness Classes a Week



408 Swim Lesson Participants "The JCC is my happy place!!! I've been a member for more than 10 years and I enjoy the motivation of the instructors and the friendships I've built. They hold me accountable and challenge me to my core. As soon as I become comfortable in one class routine there are newer offerings that lure me in. The flexibility of class times makes it easy to accommodate around my work/travel schedule. I'm a big fan of the JCC for meeting all of my family members' needs throughout these years!!!"

- Patsy M.





## L'CHAIM

Our mission is to offer diverse pathways for our members and community to connect to Jewish knowledge, tradition, and values in a personally meaningful way. Watch a movie by a Jewish filmmaker, participate in an Israeli dance class, or learn how to shape challah with your child – make connections in ways that matter to you and your family.

This year with your generosity, we offered meaningful opportunities to connect to Judaism:

- Wolk Children's Center children celebrated Jewish holidays, making Sukkot decorations in the Sukkah, tasting honey and apples while learning about Rosh Hashanah, and an Interactive Hanukkah Story Walk.
- Family programming partnered with PJ Library to bring the community together for fun and education, including Summer Family Movies Under the Tent and Summer Evenings at the Splash Pad, Hanukkah Decorating Program, Babies + Bagels, and Sunday Fun Days at the (P)J.
- Offered our Active Older Adult community educational programming, such as Introduction to Hebrew Reading and Knitting Circle to knit baby hats for the new Jewish babies in our community.
- Invited the community to join us for Holiday Celebrations including Open Tent Shabbat and Light, Peace and Latkes a community Hanukkah Celebration.
- Welcomed the ShinShinim to the JCC where they shared their personal stories to bring Jewish culture to life, including weekly visits to preschool classrooms.



52 Community Shabbat Sings



23 Shabbat Services at CSL



300+ Guests Enjoyed the Community Hanukkah Celebration



**3 Visiting ShinShinim** 

# Our Sundays are now spent ALL DAY at the J!

– Julia R.





# THANK YOU TO OUR CONTRIBUTORS

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<sup>z"I</sup>Of Blessed Memory

The following reflects gifts made between 1.1.2022 and 12.31.2022. 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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