

A N N U A L R E P O R T



 **JFCS**

Jewish Family & Children's Services  
of Northern New Jersey

C A L E N D A R Y E A R 2 0 1 7

# Dear Friends and Supporters,

As my tenure as the first President of Jewish Family & Children's Services of Northern New Jersey comes to a close, I realize what a privilege it has been to represent this new organization. Working through the merger of two long-standing agencies has been a complicated yet rewarding challenge. And I am happy to report that we can now truly say that we meet the needs of individuals and families across Northern New Jersey. Jewish Federation clearly understood the benefits to our clients of a combined agency. With their vision, leadership, and patience, they were the guiding force that brought us together, and the partner that now shares in our successes as we complete our first 18 months as one cohesive agency.

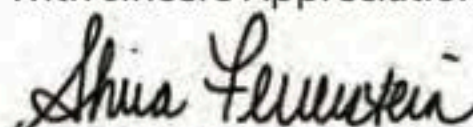
I am fortunate to have served JFCSNNJ along with a talented group of individuals on our Board of Directors. This group has supported me with their professionalism, clarity of purpose, and perseverance. Their willingness to see the greater good, to understand and appreciate the needs of others, and to step back when necessary has been remarkable.



And without the sincere partnership of Susan Greenbaum, our Chief Executive Officer, this change (and my position) would have been extremely difficult. Susan, you led our team through this challenging year, keeping your eye on the future and maintaining our sense of purpose. Our achieved success is directly due to you and the great team that that you guide. Because of your leadership JFCSNNJ has enhanced the lives of over 8,000 people who have utilized our services this year. I am blessed to have you as a partner, a mentor, and a friend.

And to Debbie Harris, our new President and Board Chair, I wish you great success as you lead the agency into the next chapter of its growth. Your vision, wisdom and fortitude are exactly what we need. May we all go from strength to strength.

With sincere Appreciation,



Shira Feuerstein, President

*Jewish Family & Children's Services of Northern New Jersey*

# Dear JFCS Friends and Family,

Looking back over the last 18 months as a new agency, I am proud and amazed to see the success we have achieved in such a short period of time. In a corporate merger, the blending of cultures, processes and egos is usually met with resistance. But we are not a corporation – we are a human services agency – we are a family. I am proud to report that our merger was handled smoothly and efficiently, as our leadership focused on the work to be done, and the people that we help each day. It was not about us as individuals and which side we came from. It was about the future of Northern New Jersey and the ability to provide integrated services to our clients.

We have seen an increase in services – a true indicator that, as one agency, we are stronger than the sum of our parts. Our leadership has been smart and deliberate about expansion. We focused on our objective to grow our expert services in all three sites, and we now serve more individuals and families (in Bergen and Passaic counties) than ever before. Our goal has always been to provide high quality services, as we serve the ever-increasing numbers of those in need within our community.

Despite these growing needs, our future is extremely bright. We are confident that we are well-positioned to meet growing requests for programs and services with an expert staff who continue to do remarkable work across a rising number of children and adults. We



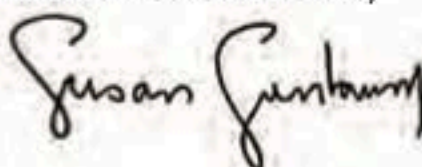
are blessed to have them on our team ... in our family. We applaud their dedication to their clients, bettering the lives of those in our community who need us most.

To our donors and supporters, I hope that you continue to grasp the true magnitude of your gifts. It is your commitment and generosity that allow us to fulfill our mission to strengthen and enhance the well-being of those who call upon us. We are grateful for your confidence in our abilities, and we know that with your help, we can work to assist families in meeting life's many challenges.

As we begin our next fiscal year, I'd like to thank Shira Feuerstein, our outgoing President, Chairman of our Board of Directors and the smartest, most gracious, and kindest leader with whom I've ever had the privilege of working. You have made my job a dream.

And to Debbie Harris, our incoming leader, I know that our future is bright with you at my side.

With sincerest thanks,



Susan Greenbaum

*Executive Director*

# JFCS By The Numbers

99% of Kosher Meals on Wheels (KMOW) clients served in 2017 were able to remain living in their own homes because of the services they received.

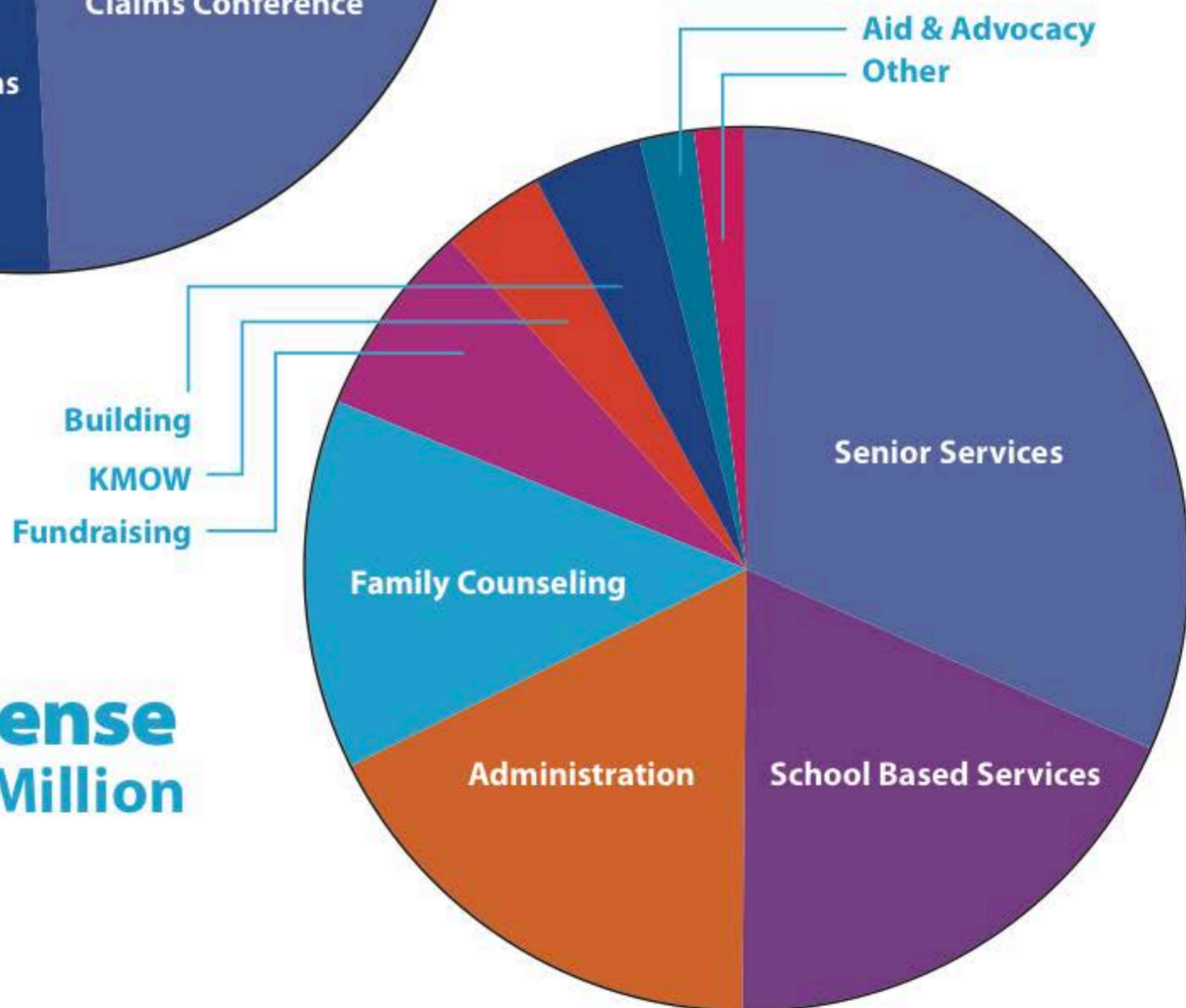
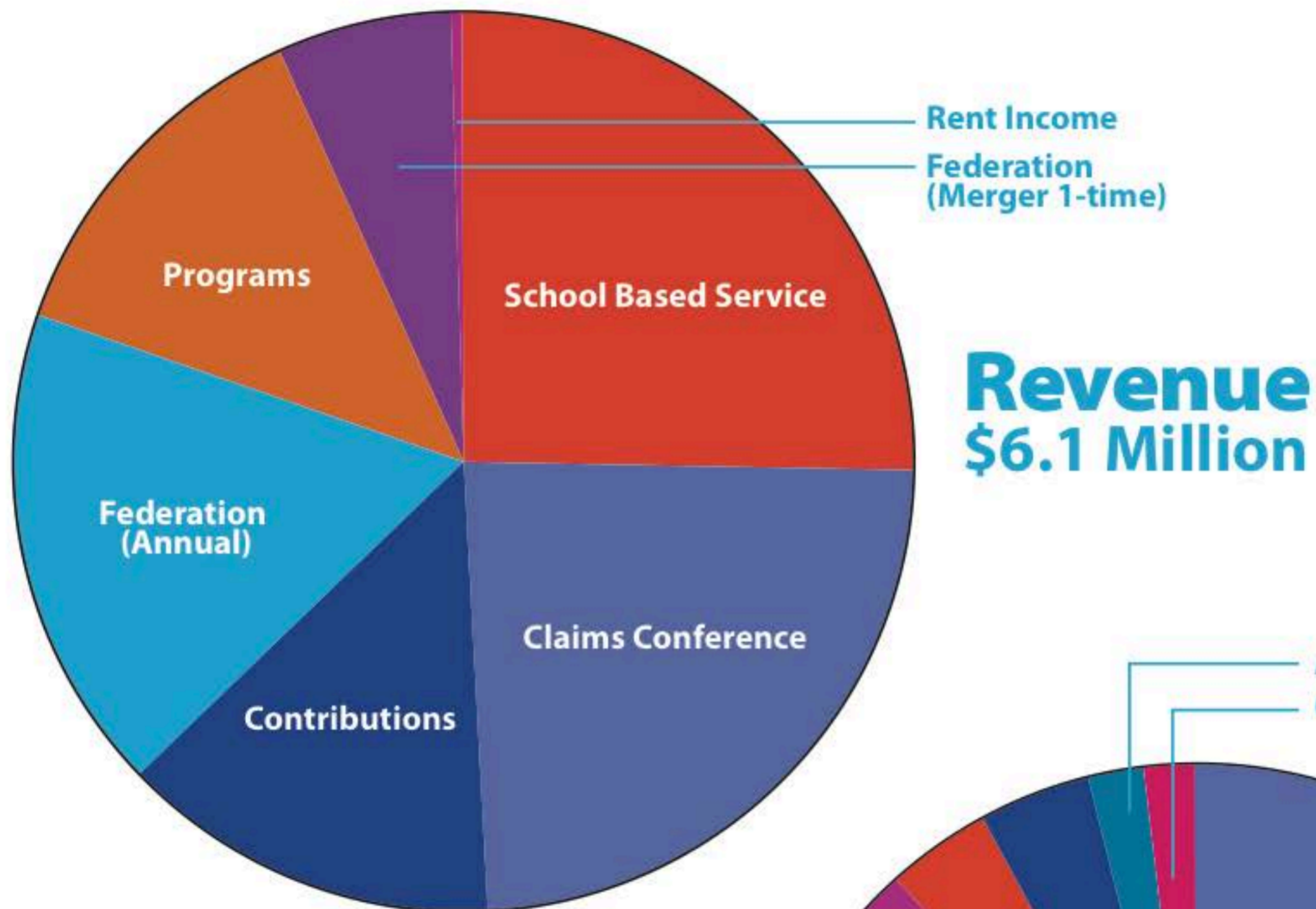
1,295 Children participated in the ClubEd afterschool program this year. 83% of respondents in the parent survey reported that they had seen an improvement in their child's academic performance since joining the program.

Mental Health Services provided individual counseling to 825 individuals in 2017, almost half of those individuals were

children under the age of 18. 100% of clients surveyed said they would recommend the JFCSNNJ to someone in need.

ReLaunch provided Career Services to almost 300 individuals. These job seekers gained skills in networking, interviewing and negotiations which empowered them with a sense of confidence to secure new jobs that they love.

JFCS now has TWO food pantries which distributed over 30,000 pounds of food and \$19,000 in grocery cards this year.



# JFCS Chosen for Prestigious Leadership Training

Jewish Family & Children's Services of Northern New Jersey is thrilled to have been chosen to participate in PRESIDE, a new program of the Legacy Heritage Fund. This unique 18-month program will provide critical training and consulting on leadership and governance, as informed by Jewish values. Susan Greenbaum, Debra Harris and Sarita Gross were selected to participate, along with other CEOs and board members of 14 other national Jewish organizations. Our leadership recently completed their first round of training, and are convinced that with PRESIDE's consulting, JFCSNNJ will be strongly positioned for a successful future.



Over the course of the 18-month program, PRESIDE will address virtually all aspects of the board chair's leadership and governance, including building leadership strength, motivating others, partnering with the CEO, and creating excitement around organizational vision, resulting in a vibrant leadership culture.

A key differentiator of the PRESIDE program is the opportunity for our leadership to identify a project for a mission-focused matching challenge grant. Working with our PRESIDE coach, we have determined that our most critical need for capacity growth is the creation of a Development office. Our budget post-merger has nearly doubled and our fundraising needs now extend beyond annual fundraising events to drive the funding of our community programs. A Development office will allow the agency to focus on our mission, to support the ever-increasing members of our community who call upon JFCS to provide human services.

The amount of the challenge grant from PRESIDE is \$200,000, matched 1:2. To receive this grant, JFCS will need to raise an incremental \$400,000 this year. Through enhancing our team with expert coaching, we are confident that we will achieve this goal.

A grant of this magnitude reflects the importance of the PRESIDE program to JFCS, and will provide our leadership with critical skills and strategies that will generate a tangible legacy of what can be accomplished through mission-focused leadership and governance. We are incredibly grateful for this opportunity.

## JFCS LEADERSHIP

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**We take care of the details... You get the tax deduction.**



Go to [jfcsnnj.org](http://jfcsnnj.org) and donate your vehicle today! For more information please call 201-837-9090



# Companion Care for Holocaust Survivors

It is estimated that of the 50,000 Holocaust survivors in the NYC metro area, 52% are living at or below the poverty line\*. And as this last generation of survivors reach their 80's and 90's, their complex medical, emotional, and financial needs become increasingly apparent.

Now, thanks to an innovative new program, we are assisting more Holocaust survivors than ever before. In 2017, JFCS was selected to receive a grant from the Jewish Federations of North America through the Center for Advancing Holocaust Survivor Care. When combined with matching funds, this award granted us \$92,400 enabling us to provide additional services for Survivors. In August of 2017, JFCS launched Companion Care, which provides a continuum of care for survivors by helping with the cost of an aide or companion during short-term in-patient stays.

For 90% of the 300+ survivors assisted by JFCS, their home health aides are their primary caretakers. Home health aides are involved in the most personal and intimate parts of clients' daily lives (eating, bathing, grooming, etc). They are familiar; they are trusted. Unfortunately, when survivors are hospitalized or discharged to a rehabilitation facility, a gap in care results because funding for their home health aides temporarily halts. This change in personal care causes disorientation, decreased communication, agitation and anxiety. This new grant allows JFCS to sustain the relationship between Holocaust Survivors and their trusted home health aides while the Seniors are in a hospital or rehabilitation facility.

We are grateful for the individuals who contributed towards this matching grant. Your generosity has allowed us to establish this much needed program.

\*Source: CNN 1/27/17 On Holocaust Remembrance Day: A third of survivors in the US are poor.



## JFCS STAFF

Susan Greenbaum, LCSW  
*Chief Executive Director*

Jessica Fleischer, LCSW  
*Chief Operations Officer*

Marilyn Perez,  
*Chief Financial Officer*

Deborah Glasser,  
*Director of Marketing*

Patricia Stoll,  
*Director of Senior Services*

Suad Gacham,  
*Director of School Based Services*

Allison Limmer, LCSW  
*Director of Clinical Services*

Mary Bongiovanni,  
*Office Manager / Assistant to CEO*

Alice Blass, LSW *Holocaust Care Manager*

Carol Kasten-Huff *Receptionist*

Caryn Katz-Loffman, LSW *Clinician*

Cynthia Blake, LSW *Clinician*

Dassi Lowenstein (Hadassah) *Database Management Assistant*

Deana Leswing *Assistant to the Director of Senior Services*

Debbie Fox, LCSW *Senior Clinician*

Donna Bernstein *Receptionist*

Douglas Tiburcio, LSW *Clinician*

Ebenezer Aryee *Accounting*

Eileen (Ramana) Cuevas-Perez *LAC Clinician*

Elizabeth Burchard, LSW *Clinician*

Elizabeth Girvin-Marcus *Administrative Assistant/Receptionist*

Ellen Stern, LSW *Clinician*

Eric Larson, LAC *Clinician*

Etti M. Hochberg, LSW *Clinician*

Faith O'Connor *Senior Services Coordinator*

Felicia Miller, LPC *Clinician*

Florence Remes, LCSW *Clinician*

Francine Cuff *KMDW Program Coordinator*

Georgann Tallia *KMDW and Volunteer Coordinator*

Jaymie Kerr *Development Associate*

Jennifer Navarro *Billing Supervisor*

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Judith Allen-Harris, LSW *Clinician*

Kyungjun (Rocky) Ahn *Staff Accountant*

Laura Kearney, LSW *Clinician*

Leah Cohen, LSW *Clinician*

Leslie-Ann Fromen, LCSW *Clinician*

Linda O'Rourke *Receptionist*

Linda Poleyeff, MSW *Jewish Community Outreach Social Worker*

Mahdeiran Ghahary, LAC *Clinician*

Meg Barry *Care Manager*

Michael Dworkis, LPC *Information & Referral/Aid & Advocacy  
Coordinator / Clinician*

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Nancy Gillon, LSW *Clinician*

Ornit Peleg, LSW *Program Director Israeli Community Engagement*

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Reva Judas *Project Coordinator*

Rivi Katz, JD, LCSW *Clinician*

Sandra Leshaw *Program Director Re-Launch Career Services*

Sara Yarmak Atwood, LCSW *Clinician*

Sari Schnipper *Food Pantry Manager*

Shari Brodsky *Cafe Europa Program Coordinator/RSVP Assistant*

Stacie Greenberg *Care Manager*

Susan Goldstein *Care Manager*

Suzanne Feldman-Levy, LSW *Clinician*

Tali Marcus, LSW *Clinician*

Yana Ovcharik *Care Manager*

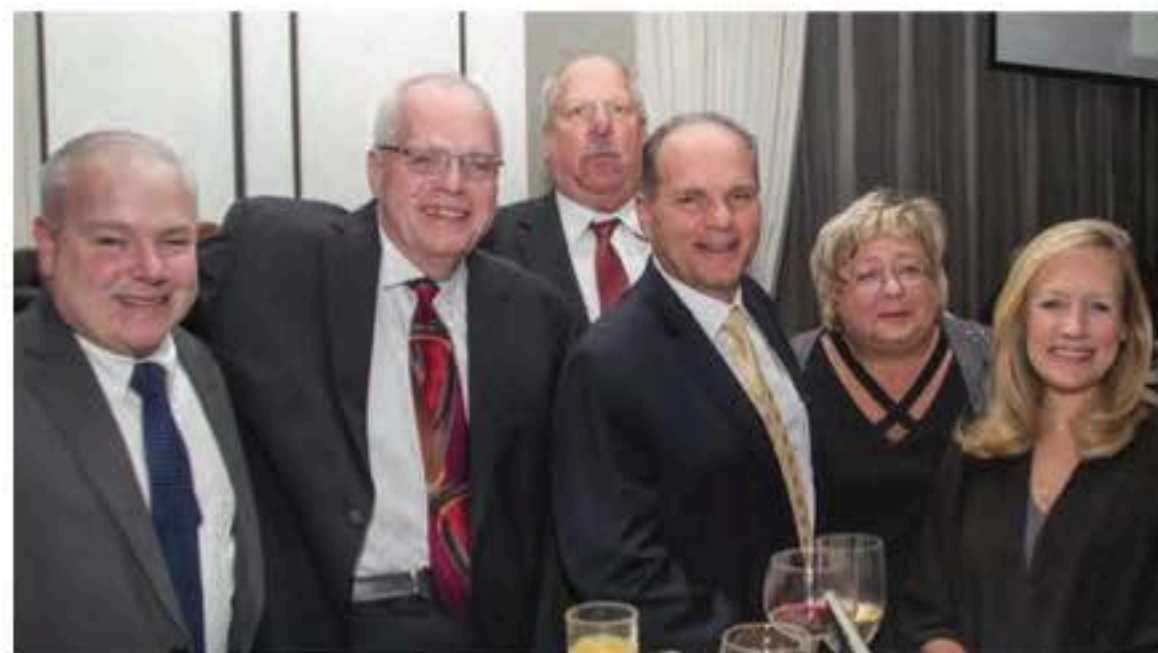
# Honoring Our Past As We Celebrate Our Future:

On December 3, 2017, Jewish Family & Children's Services held our Inaugural Gala at Edgewood Country Club in Rivervale, NJ. The event, "Honoring Our Past as We Celebrate Our Future" was the culmination of our first year as a merged agency.

The evening honored several distinguished guests. Elaine, Dana, and Jim Adler share in our mission, donate their time and money to serve those in need, and embody dedication to community, commitment to Jewish values, and generosity of spirit.

Allyn Michaelson dedicated herself to the establishment of JFS North Jersey as a model of excellence, and served as President through the merger process and the creation of Jewish Family & Children's Services of Northern NJ.

Stop & Shop Corporation, our Corporate Honoree, has been a true partner in feeding our community. Not only does Stop & Shop sponsor our Gala and Wheels-for-Meals Ride to Fight Hunger, the company helped us create the first JFCS Kosher For Passover Food



Stop & Shop Corporation: John Encke, Jim Leenoy, Frank Marcucilli, Kelly Maracucilli, Rich Brock, Ann DelCalzo

Pantry, allowing the agency to serve the nutritional needs of hundreds of additional individuals.

We thank our Gala Chairs, Beth Nadel and Suzette Diamond, for their leadership and commitment to making the evening such a success. Raising nearly \$450,000, the 2017 Gala was the most successful fundraising event to date.



Honorees: Dana Adler, Elaine Adler, Allyn Michaelson & Jim Adler

## 2017 Ride to Fight Hunger



Photo: Donna Weintraub and Alan Yung

On Sunday, June 11th, over 300 riders and volunteers participated in the seventh annual Wheels-for-Meals Ride to Fight Hunger at the Jewish Home at Rockleigh. With cycling routes ranging from 3 to 50 miles, these bikers enjoyed a beautiful, fun-filled

day, while helping the agency raise nearly \$120,000 to support the meals on wheels program and the JFCS food pantry.

Joan Kreiger and Sue Ann Levin, JFCS Board members and first time participants, were surprised at how successful their own fundraising efforts were. "It's the easiest thing I've ever done! I just registered, sent out the prepared email to my friends and associates, and over \$2,000 was donated within a few weeks," said Joan Kreiger. "I'll definitely do it again next year."

With generous funding from The Teaneck Doghouse,



Photo: Women's Philanthropy of Jewish Federation

Abeles and Heymann and Stop&Shop, the day included a fantastic Barbeque lunch. Scott Reddin provided DJ services, running games throughout the day to the dozens of families enjoying the festivities.

David Feuerstein, founder of the Ride to Fight Hunger was on-site to encourage the participants and explain the cause. "The ride today, specifically raising funds for food insecurity, will ensure that hundreds of JFCS clients are fed, are cared for, and don't have to worry about where their next meal will come from."

*Thank you to the following sponsors who have helped us feed those in need:*

Eastwick College, Stop&Shop, Optima Fund Management, NVE Bank, Lawrence B. Goodman & Co., Holy Name Medical Center, Becton Dickinson, Tapestry, Risk Strategies, PKF O'Connor Davies, Paterson Papers, Oritani Bank, Multipet International, Glass Gardens Shoprite, Ellkay, Diamond Chemical, SUEZ, Summit Oaks Hospital, Shapiro Croland, Sal Lauretta for Men, River Palm Terrace, LoFaro & Reiser LLP, Kudo Society Café, Amster & Rosensweig, Aerial Flyte Club, Jewish Home at Rockleigh, Jewish Standard, Jewish Link, Tenafly Bike Shop, Westwood Cycle, Englewood Hospital, Teaneck Doghouse, Whole Foods, Butterflake Bakery, Julios Fruit Shop, Ma'adan, Massage/Spa Inc., Pepsi, Abeles and Heymann, and Dunkin Donuts.

# Re-Launch Client Success Story

Liz came to Re-Launch Career Services at Jewish Family & Children's Services for support and help with her job search strategy, having been laid off three months earlier. She was 57 years old, had a Bachelor's Degree, multiple certifications and good technology skills, but her unemployment benefits were running out in 12 more weeks and she was getting nervous. She had sent out dozens of resumes but had no bites.

Re-Launch helped Liz rework an effective resume that better reflected her robust professional background in a more visually aesthetic way. Liz started applying for Senior Living facility jobs, similar to her previous management role, but targeted related opportunities in property management and assisted living operations as well. She networked extensively, targeting specific companies, answered postings online and responded to every opportunity.

After having several disappointing interviews and watching some opportunities seemingly slip through her fingers, she felt defeated. "That's it, I'm done. I'll have to babysit to make a living and scrape together enough for rent and food." With the support and encouragement of Re-Launch she attended an upcoming job fair. A few weeks later, an employer she met there called. Liz interviewed, was offered a competitive salary, and now has a job she loves very close to her home.



When asked about the toughest part of the job hunting experience, she replied, "...not being able to sleep while being worried about money" was the toughest. And the best part? "How nice so many people were to me. From Re-Launch, the best came as emotional support and that magic resume editing opening doors".

## Our Children in Crisis

*"This appointment started like so many others. The mom had called and reported that her daughter has been acting differently at home. She's become quieter, spending more time in her room. She's not as interested in her friends, and her grades are falling.*



*The young girl walked into the therapy room. Her clinician asked her about sharing her feelings. The girl said that she writes her feelings down in her diary every day and pulled the diary out of her backpack. As she shared it with her therapist, it became evident that this was not a typical appointment. In the diary was a clearly written plan. This girl intended to end her life. She is 11 years old..."*

We'd like to say that this was an isolated incident; that this never happens. Unfortunately, JFCS clinicians referred four children, 12 and under, to local hospitals for suicidality in a ten day period last fall. Anxiety and depression among children and adolescents is at an all-time high. None of our children are immune to academic pressure, social pressure and the bombardment of media messages targeting them daily.

For most of us, the solution is to spend more time speaking with our kids. But for other children, this is not enough. Our mental health professionals are equipped to offer the specialized care needed for acute anxiety and depression. Our offices, open six days a week, can accommodate the most challenging schedules. We accept all insurance, but for those without insurance, or unable to afford their deductible, we are here.

# Thank You to Our Generous Supporters

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of Northern New Jersey

### **For Cherished Seniors**

Kosher Meals on Wheels - at-home meal delivery service  
Care management, support and advocacy  
Specialized support for Holocaust survivors  
Friendly Visitor and Telephone Reassurance  
Café Europa  
Dental Assistant for Survivors

### **For Stronger Families and Individuals**

Individual, family, couple and group counseling  
Counseling for victims of domestic violence  
Group and Support Services  
Second generation Holocaust survivors' group  
Re-Launch Career Services Program  
Wolff Care Giver Center

### **For Inspired Kids**

Club Ed - School Based Afterschool Programs  
Play therapy  
Tailored mental health counseling for children and adolescents  
Summer camp scholarships

### **For Times of Need**

Emergency financial assistance  
Food pantry  
Information and referrals

### ***You Can Make a Difference***

Legacy and Planned Gifts  
Personal, honorary and memorial donations  
Program-specific and endowment gifts  
Volunteer opportunities  
Mitzvah and community service projects  
Special events: Ride to Fight Hunger and Annual Gala

### **Community Outreach Program**

#### **Teaneck**

1485 Teaneck Road  
Teaneck, New Jersey 07666

#### **Wayne**

1 Pike Drive  
Wayne, New Jersey 07470

#### **Fair Lawn**

17-10 River Road  
Fair Lawn, New Jersey 07410

**Jewish Family & Children's Services provides Kosher Meals on Wheels,  
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Division of Senior Services at no charge to eligible clients.**

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