



41st ANNUAL REPORT

*Good Aging Starts Here*

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Partner Agency of  
The Jewish Federation  
OF GREATER WASHINGTON



Agency 8127



Agency 52847



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# President's Message

Dear Friend,

For 41 years, the Jewish Council for the Aging has taken intelligent, measured risks to advance its mission. Commendably, that mission hasn't wavered during that entire period. Since 1973, JCA has dedicated its efforts to making the National Capital Region a great place to grow up and grow old. We embrace public-private partnerships and collaborations that endure. And we see JCA as a proactive catalyst for both planning and action.

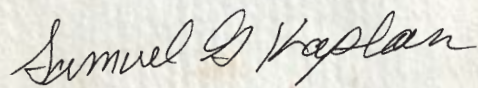
As my term as President ends, I take pride in the many advances that JCA made during my tenure. Today, we provide a better return on investment than any nonprofit or for-profit enterprise I know, and our return is measured – truly measured – by local lives improved.

During the fiscal year that ended on June 30, 2014, we maximized the efficiency and cost effectiveness of our essential community service programs, adding new programs only when each was independently and fully sustainable by grants, fees and gifts, and only when each was supported by a consortium of like-minded organizations. We enhanced our financial reporting system to focus on cash, thereby enabling our lay leaders and staff managers to garner a better understanding of fiscal successes and challenges. We engaged the Board of Directors and its Executive Committee in every major strategic and business decision, benefitting enormously from our leaders' wisdom and experience. We also took a giant step towards providing a better wage for our staff – the men and women who drive our buses and pay our bills, care for those who are vulnerable and otherwise form the backbone of all we do.

At the Annual Meeting of 2014, I leave the JCA presidency. Yet I have promised incoming president Shel Grosberg that I will continue to help JCA operate and plan in ways that are both smart and businesslike. I look forward to doing so!

JCA has built an extraordinary reputation as a skilled and compassionate service provider, a team player and a thoughtful planner. Put another way, JCA provides tremendous shareholder value.

I thank you for investing in us.



Samuel G. Kaplan, President





# Community Investment



At JCA, 87 cents of every dollar goes into program, not overhead. That's because at JCA, clients come first.

## We Helped Older People Find Work.

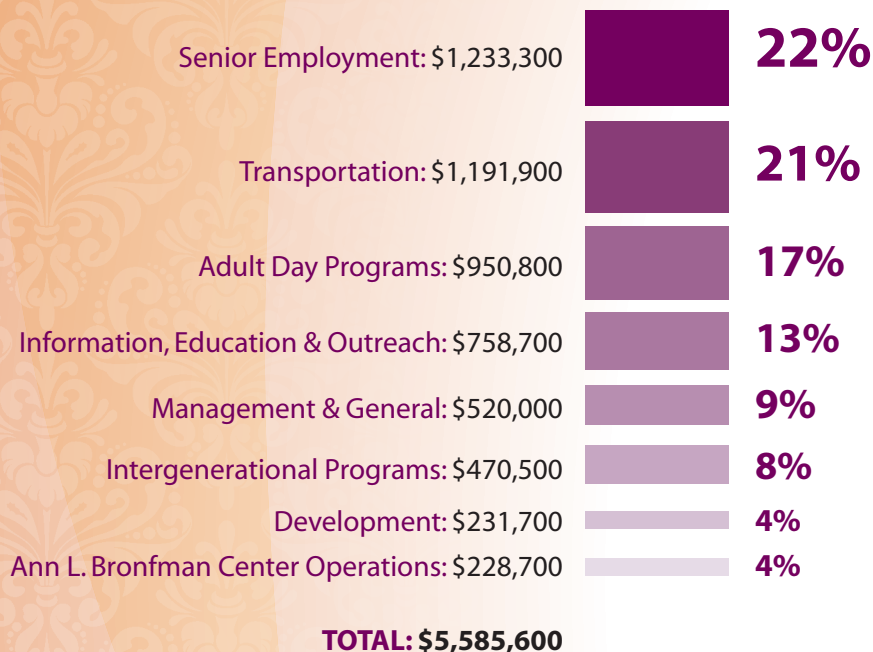
*There are eight rungs in charity. The highest is when you help a man to help himself.*

—MAIMONIDES

The jobseekers we served through our **Senior Community Service Employment Program** came from every part of the globe to make their homes in Montgomery and Frederick Counties. Some are frail, most are hardy. All are 55 or older and trying to survive in our expensive area at incomes that are at or below 125 percent of the Federal poverty line. They share a passion to get a paycheck and get off welfare. That, however, is easier said than done. The obstacles are daunting and can include homelessness, age discrimination, family problems, language skills, illness, disability....

Transportation alone can be a deal-breaker, especially for those who are poor and don't have money for a car. Several jobseekers rode buses and the subway for hours to get from home to JCA (or to a potential job site), and then spent hours more getting back. They did so day after day, trip after trip. Yet even then, transportation wasn't typically the most serious challenge. For many, it was a toxic mix of despair and self-doubt — a kind of depression that frequently accompanies long-term unemployment.

"Did they get my resume? They never said, and they didn't return my calls."



Data in this *Annual Report* are for our Fiscal Year 2014, from July 1, 2013 through June 30, 2014, and are unaudited. See our audited financial statements for a full accounting presented according to Generally Accepted Accounting Principles. Note that in the chart above, dollars are rounded to the nearest hundred and percentages are rounded to the nearest whole percentage point.

"They won't talk to me because I've been unemployed for three years. They think I'm a loser. I think they may be right."

We not only comforted 137 jobseekers this year. We also armed them with effective job-search techniques...and wages. Thanks to the U.S. Department of Labor and JCA's generous friends, we were able to compensate each jobseeker at minimum wage for about 20 hours of on-the-job training each week. That wage seemed heaven-sent not only to our struggling Program participants but also to their short-staffed host agencies — charities and government offices that benefitted from each trainee's ever-expanding skill set.

During Fiscal Year 2014, our trainees provided a total of 65,886 hours of community service at 42 organizations that included B'nai B'rith Homecrest House, the Maryland Motor Vehicle Administration, the National Institutes of Health and JCA. That work was worth \$537,651. We helped place nine of those determined men and women in regular, paid jobs through which they earned an average of \$11 an hour for 24 hours of weekly work.

Of course, we helped other jobseekers, too!

The **50+ Employment Expos** that we held in Bethesda and Fairfax served an astounding 4,167 jobseekers, who met with 128 exhibitors and attended 30 workshops. One hundred and thirty-eight volunteers provided hands-on support, and that included free resume reviews and help with cyber-searching for jobs.

Jobseekers, employers, elected officials and educators praised the Expos, as did the Fairfax County Office of Public Private Partnerships (OP<sup>3</sup>), which honored JCA for collaborating with AARP, Senior Employment Resources, the SkillSource Group and others and "for contributing to the quality of life in Fairfax County." (And this was the second OP<sup>3</sup> award that JCA received this year!)



At the Bethesda event, however, JCA was the awards-giver. With the Montgomery County Department of Economic Development and Workforce Investment Board, we presented **Experience Counts Awards** to the National Institutes of Health, Sandy Spring Bank and Adventist Healthcare while spotlighting such age-smart strategies as flexible work options, eldercare referrals and seminars, and management training on generational differences.

JCA will, of course, assess the 2014 Expos' effectiveness in helping older adults find work. Yet we already have high hopes because the impact of our 2013 Expo wasn't just heartwarming; it had real economic benefit. An estimated 1,287 older jobseekers found jobs within six months of their Expo attendance, and that number is particularly telling because most of those attendees had been unemployed for 24-48 months. Ninety-eight percent of the 3,575 attendees in 2013 gave the event high marks.

Many older workers, however, find they need intensive, specialized support. JCA helped them, too, and we did so with award-winning success.



Eighty-three professionals with expertise in grant-making and Jewish communal life selected the Jewish Council for the Aging's **Career Gateway** program from among hundreds of finalists for inclusion in the *Slingshot Guide*'s supplement for women and girls. What especially impressed *Slingshot* (a guide for philanthropists by philanthropists) was how JCA addressed the unique job-search challenges of midlife and older women. Many lose self-confidence after experiencing the double whammy of gender and age discrimination time and again, so we developed specialized curricula and material to help them. They do! Thirty hours of classroom instruction and the unflinching support of volunteer mentors changed lives.

Every Gateway client was 50-plus, and most of the 55 men and women we served in FY 2014 had been unemployed for one to two years. Yet within 12 weeks of graduation, more than half of our graduates who were still looking for work found it. Many participated in our newly formed Job Clubs that met twice after graduation. A nine-member Employer Advisory Board helped us to continuously improve the program.



## We Enabled Older Adults to Travel in the Community They Love.

*Transportation is the center of the world! It is the glue of our daily lives. When it goes well, we don't see it. When it goes wrong, it negatively colors our day, makes us feel angry and impotent, curtails our possibilities.*

—ROBIN CHASE

For four decades, JCA's wheelchair-accessible ElderBuses have traversed the National Capital Region, transporting older adults who cannot or should not drive to essential destinations. Fiscal Year 2014 was no exception. This year, however, we expanded our fleet and service as we hadn't been able to do in years.

In January, we began helping scores of older passengers travel safely to and from five Montgomery County senior centers — Damascus, Holiday Park, Long Branch, Margaret Schweinhaut and White Oak — where they participated in a wide range of recreational activities and accessed important health services, too, including nutrition guidance, falls prevention education and health screenings. In the first six months of operation, our Shuttle buses traveled 25,596 miles and provided 8,615 rides to and from the Centers.

At the Shuttle's kick-off event, County Councilmember George Leventhal said, "JCA is the best organization to deliver this important program.... JCA is the gold standard of senior services." We wholeheartedly agree!

To our delight, our **Rose and Harold Kramer Center on Transportation** was able to help Montgomery County in other new ways, too. For example: We ran a daily shuttle for the Montgomery County homeless shelter overflow site in Silver Spring, running it every day at 6:30 a.m., seven days a week, from November through March regardless of weather.

The JCA fleet grew to 13 vehicles. In celebration, we decorated our two new buses with colorful pictures of smiling seniors. Be on the lookout for them! Yet know that the pictures only hint at our passengers' joy. "It's paradise," said one bus rider to describe traveling in the community she loves with fellow travelers who have become a second family.

All told, our buses traveled 98,981 miles this year, and made 36,091 passenger trips. That transportation is valued at \$1,362,368...and by hugs and high-fives amongst the passengers and our trained, compassionate drivers.

But what happens when our buses cannot serve an older adult or family caregiver with transportation needs? How do vulnerable seniors find safe and affordable rides? How can transportation providers do a better job of serving older adults? The answers lie in mobility management — planning wisely and making the very best use of resources. Through the **Connect-A-Ride Transportation Resource Center**, JCA has become a mobility management guru.

Our Connect-A-Ride Information & Mobility Specialists, each of whom is certified by the Alliance of Information & Referral Services, helped 2,608 clients get where they needed or wanted to go. We also offered **Ride Smart Workshops** — a combo of classroom instruction and real-world group excursions on Metro — to empower seniors and disabled adults of all ages to use public transit. What a delight it was to present each of our 78 graduates with a Senior SmartTrip card!

Our **Escorted Transportation Pilot Project** is now in its second year. Its staff arranged and paid for transportation for 125 low-income, disabled seniors, and each month they arranged an average of 50 specialized rides for those who otherwise would have been homebound, unable to keep their doctors' appointments, reach the pharmacy or visit friends. Our vulnerable clients, however, received far more than transport; they benefitted from hands-on assistance getting in and out of their homes and in and out of vehicles. The driver/escorts stayed with them when they reached their destinations and then accompanied them home again.

Our **Getting All Around the County** project worked in partnership with Montgomery County government to increase the



awareness of transportation options available to older adults and adults with disabilities. It also recommended ways to improve and expand services.

And the **Transportation Providers Roundtable**, founded by JCA and led by our Director of Mobility Management, provided a forum through which transportation providers identified needs and shared best practices.

In the wings are two collaborative programs designed to improve the number and quality of volunteer-provided rides by the sharing of best practices, the use of Web-based scheduling software, and the cooperative work of human service organizations and funders that are committed to helping local seniors age well. Our **VillageRides™** program, which we operate collaboratively with The Senior Connection, got underway for Montgomery-based “villages” — neighborhood organizations created to help their residents live well and “age in place.” The **NV Rides** program, on the other hand, will start service in Fiscal Year 2015. It will assist not only villages, but also other volunteer driver programs in Fairfax County and neighboring jurisdictions. To that end, we worked with the Jewish Community Center of Northern Virginia and a diverse cadre of other like-minded organizations to plan a program that may become a nationally replicable model.



## We Provided Care and Camaraderie.

*They may forget your name, but they will never forget how you made them feel.*

—MAYA ANGELOU

Imagine a licensed, State-certified program for seniors who are dealing with cognitive or physical challenges (or both, as they often are). Imagine receiving health monitoring and nursing care in a warm, friendly, supportive setting, not a sterile medical



office. Imagine a day that includes morning coffee with friends, a hot kosher lunch, field trips, armchair exercises, stimulating discussions and visiting entertainment. Our **Albert & Helen Misler Adult Day Center** in Rockville offers all those things and more, thanks to a compassionate, professional staff of nurses, social workers, activity specialists and personal care aides. The staffing ratio there is one to four, and that is far more staff than the State of Maryland requires of a medical center such as ours. In FY14, the Misler Center served 111 vulnerable seniors while providing family members with 6,827 days of respite from caregiving. We would like to serve even more.

A strategic marketing study of the medical adult day centers of JCA, Iona Senior Services and the Downtown D.C. Clusters resulted in an action plan that could raise caregivers' awareness of adult day programs. We readily proceeded to test the best ideas. Compass, a consulting organization, provided the study *pro bono*, utilizing the talents of diverse business executives.

The **Samuel Gorlitz Kensington Club** is our social (non-medical) day program. It offers activities, friendship and coping skills for people in the early stages of memory loss. In a close-knit, intimate Club setting, members enjoy stimulating cognitive and physical programs while family members get a much needed break. This year, 38 "KC" members benefited from the program, enjoying field trips and current-events discussions, memory-enhancing games, music and dance, speakers, art classes, and dining with friends. They even held an Intergenerational Art Show — our very first — in collaboration with our own Interages Center and Arts for the Aging, a fellow philanthropy that is headquartered on the second floor of the Ann L. Bronfman Center, our headquarters.

The compassionate, professional staff from the Misler Center and Kensington Club, both of which are a part of our Ruth

& Hans Cahnmann Center for Supportive Services, also facilitated **Caregiver Support Groups**, giving family members an opportunity to share experiences and learn from one another with a mix of laughter, tears and understanding. We also continued our eight-week **Early-Stage Dementia Support Group** for individuals with a dementia diagnosis as well as their care partners. It's a popular program! Indeed, at the request of Support Group participants, we established an ongoing, biweekly "Ninth Week Group" to nurture newfound friendships, camaraderie and caring.

## We Informed, We Trained and We Reached Out to Those in Need.

*A candle loses nothing of its light when lighting another.*

—KAHLIL GIBRAN

We love to "play it forward," enabling good deeds to multiply. Online, in print and in meetings, the Jewish Council for the Aging helped older adults and family caregivers find essential senior services, including housing, home care, recreation and more.

Unquestionably, the **JCA website** at AccessJCA.org was the numbers champ. This year, it attracted 2.1 million hits from an international audience. Among its most popular pages were Land a Job and Job Openings (which together garnered 57,944 hits), Find a Helping Hand (29,432), About Us (26,958) and general information about programs (26,251). Our Aging Q&A page, which contains resources for aging well, had 18,326 hits, and our Links to other organizations page had 16,596.



Social media played a larger-than-ever role in JCA's world. By June 30, 2014, 442 people had liked the **JCA Facebook page** ([fb.com/AccessJCA](https://fb.com/AccessJCA)). Hundreds – sometimes thousands – of people visited the page weekly to see photos, videos, articles and news items.

Eight hundred and eighty-six students age 50+ turned to us to learn more about online resources, word processing and other technology topics. They registered for 176 courses at our **SeniorTech Computer Training Centers**, now in five locations

throughout the area – Landmark Mall (Alexandria), Asbury Methodist Village (Gaithersburg), the JCA Ann L. Bronfman Center (Rockville) and – new this year – within the Microsoft Stores of Pentagon City (Arlington) and Tysons Corner (McLean). Dedicated volunteers presented 1,235 classroom hours of instruction and contributed a whopping 6,098 hours of service.

In collaboration with *Washington Jewish Week*, we published quarterly **senior resources guides** on topics that ranged from health to finances, distributing printed copies at expos and in the newspaper while making downloadable excerpts and full editions available for free via our website. Our **AccessJCA print newsletter**, which we distributed quarterly to nearly 7,000 households, and our **JCA Today online newsletter**, which we emailed to thousands more, enabled us to communicate with supporters, potential supporters and those in need. Yet many people need highly personalized information from trained, caring professionals.

The **Rose Benté Lee Senior HelpLine** and **Steven M. Reich HomeCare Resource Center** remained core JCA services, helping callers find housing and chore services, public benefits, employment assistance and more. Volunteers provided 3,247 hours of assistance, researching special requests, compiling specialized information and offering a friendly voice to those who desperately needed to hear one.

Our 21st Annual **Sylvia Blajwas Productive Aging Award Dinner** proclaimed that ability is ageless while raising essential funds to support JCA programs year round. At the event, we presented the 2014 Productive Aging Award to Sally Quinn (author, blogger and journalist for *The Washington Post*), and we presented the 2014 Humanitarian Award to the Honorable Sidney Kramer (businessman, philanthropist and retired lawmaker). A capacity crowd attended the gala at Washington Hebrew Congregation.





## We Built Bridges to Help All Generations Thrive.

*Just as my fathers planted for me, so I shall plant for my children.*

—BABYLONIAN TALMUD

Nearly three decades ago, Austin Heyman established and led what is today the JCA **Heyman Interages® Center**. He remains a statesman of national renown in the intergenerational field. Thus, it's not surprising that national, state and local leaders jumped at the opportunity to help JCA honor him with the Margaret Cutler Intergenerational Leadership Award of 2014.

During this fiscal year, 264 men and women age 50 and older donated 6,607 hours of skilled and compassionate volunteer service through the Heyman Center, mentoring and tutoring 651 at-risk children to improve their literacy, self-confidence and sense of responsibility. Simultaneously, our amazing volunteers expanded the children's world view and proved that compassion and ability aren't limited by age.

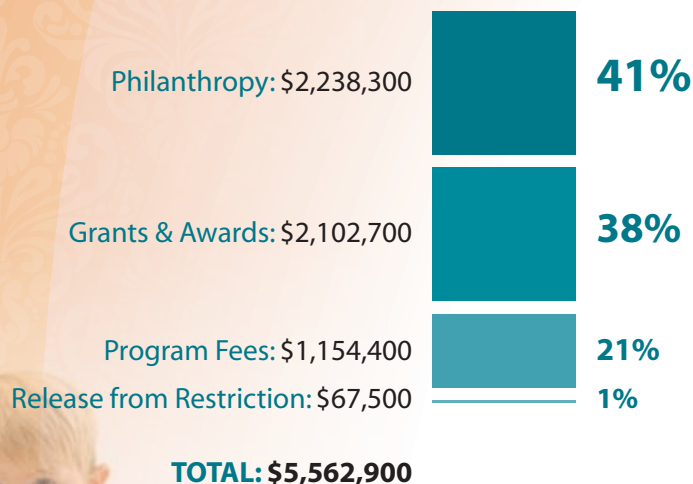
Youngsters served as intergenerational volunteers, too! This year, 359 of them befriended 264 frail and vulnerable elders.

What wonders our volunteers accomplished! For example: 40 older volunteers brought the Interages **Grandreaders** program to five Montgomery County Public Libraries, reading each week during the summer to children in kindergarten through second grade. Meanwhile, our **Words of Wisdom** pilot program enabled high-school seniors and juniors to learn history first-hand from World War II veterans. Those students created video diaries of lessons shared and learned, and then produced DVDs that have become treasured possessions of the vets, their families, their friends and, of course, the students, too.

We thank BBYO (a membership organization for Jewish teens) and Charles E. Smith Life Communities' Ring House, Revitz House and Landow House for co-sponsoring with us our Second Annual **Senior Prom**. And we thank The Jewish Federation of Greater Washington for making our prom a part of Good Deeds Day 2014, an international day of community service.

This year, we distributed the inaugural issue of our **Intergenerational Resource Center's** e-newsletter to 2,800 people in the Greater D.C. area to help professionals and organizations learn from our success in building age-integrated communities.

# Sources of Support



Data in this *Annual Report* are for our Fiscal Year 2014, from July 1, 2013 through June 30, 2014, and are unaudited. See our audited financial statements for a full accounting presented according to Generally Accepted Accounting Principles. Note that in the chart above, dollars are rounded to the nearest hundred and percentages are rounded to the nearest whole percentage point.

Each gift, grant and fee is a building block to the work we do, and we are proactive about explaining them. In recognition of our commitment to transparency, GuideStar, a national library of charitable information, has named JCA a Gold Exchange Participant, its highest honor.

## Philanthropy Is the Cornerstone of Every JCA Program.

*G-d gives burdens. He also gave shoulders.*

—YIDDISH PROVERB

The **philanthropic support** that we describe in detail on pages 18–26 include:

- Pledges and outright gifts of cash or securities to our annual fund, *Campaign for the 21st Century* and Productive Aging Award Dinner;
- The donations we received through the United Way, Combined Federal Campaign and Maryland Charity Campaign;
- Such non-cash gifts as donated program space, computers, furniture, and legal counsel as well as other essential volunteer support; and
- Funds from Car-J, a vehicle donations program that simultaneously supports JCA, the Jewish Foundation for Group Homes and the Jewish Community Center of Greater Washington.



## Grants and Awards Enabled Us to Use Philanthropic Gifts Strategically.

*You have to become involved to make an impact. No one is impressed with the won/loss record of the referee.*

—JOHN HOLCOMB

**Grants** supported most of our community service programs, with some covering 75 percent or more of the program cost. And how varied they were! For example, they included \$664,017 from Senior Service America for the Senior Community Service Employment Program; \$328,687 from Montgomery County for the Senior Center Shuttle; \$290,659 as an unrestricted allocation from The Jewish Federation of Greater Washington; and \$70,517 from the Maryland Department of Health & Mental Hygiene in support of the Mislser Adult Day Center. Moreover, we expanded the number and diversity of our grant awards while treasuring many long-term relationships, some of which have thrived for nearly four decades. We include grant givers in the roster on pages 21–26.

## Program Fees Helped Make Ends Meet.

*When we give cheerfully and accept gratefully, everyone is blessed.*

—MAYA ANGELOU

The **program fees** we charge for computer training, adult day programs, certain transportation services and other services helped make ends meet, yet we never want such fees to be a barrier

between those who need help and the help we provide. When fees presented a hardship, we utilized state and other public resources when we could and our own pool of Opportunity Grants (“scholarships,” donated by generous friends) when we could not.

The fee revenue we report also includes honoraria or billings from the professional consultation we provided through the National Center for Productive Aging® (a JCA program) and rental income from the Nonprofit Village, a charity that leases from us the top floor of our 31,000-square-foot headquarters office. As of June 30, 2014, 17 charities in addition to JCA had found a home in the JCA headquarters building.

## Our Compassion Funds Provided Essential Income.

*A bit of fragrance always clings to the hand that gives roses.*

—CHINESE PROVERB

A \$67,500 release from the **JCA Compassion Funds** — our endowments — helped to provide program stability during the year. For details, see page 20.



A copy of JCA's current financial statement is available upon request by contacting the Jewish Council for the Aging of Greater Washington, Inc. at 301.255.4200, 703.425.0999, or 12320 Parklawn Drive, Rockville, MD 20852. DISTRICT OF COLUMBIA: JCA is registered with the District of Columbia Department of Consumer and Regulatory Affairs, P.O. Box 92300, Washington, DC 20090-3020. FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. MARYLAND: Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Maryland Secretary of State's Office, State House, Annapolis, MD 21401 for the cost of copying and postage. NEW YORK: A copy of our latest financial report may be obtained by contacting the New York State Attorney General's Charities Bureau, 120 Broadway, 3rd Floor, New York, NY 10271. VIRGINIA: A financial report is available from the Virginia State Division of Consumer Affairs, P.O. Box 1163, Richmond, VA 23209. As is true for all charities, however, registration by these governmental organizations does not imply their endorsement. A copy of JCA's IRS 990 is available for public inspection at JCA's Rockville office during normal business hours, Monday through Friday (except holidays), 9 a.m. to 5 p.m.

# Lay Leaders

*Never doubt that a small group of thoughtful, concerned citizens can change world. Indeed, it is the only thing that ever has.*

—MARGARET MEAD

In the early 1970s, Julius Sankin, then President of the Jewish Social Service Agency, and a small cadre of his friends championed three simple but powerful ideas that dramatically changed the landscape of local senior services.

1. Older adults should be able to live in the homes of their choice as independently as possible for as long as possible.
2. The Greater D.C. area should model for Federal lawmakers and the nation the very best in senior programs.
3. The Jewish community has the smarts and resources to get the job done. We also have the best possible motivator — a Biblical commandment to honor mother and father.

The extraordinary individuals listed at right continue Julie's legacy. They serve as the topmost lay leaders of the Jewish Council for the Aging of Greater Washington, which was incorporated as an independent philanthropy in 1973 with the cherished and enduring goal of helping all seniors thrive.

## EXECUTIVE COMMITTEE

### 2013–2014

*with terms ending on September 9, 2014*

*President:* Samuel G. Kaplan

*First Vice President:*  
Sheldon Grosberg

*Second Vice President:*  
Kenneth Simonson

*Third Vice President:* Natalie Cantor

*Secretary:* Marvin Rosenberg

*Assistant Secretary:*  
Adrienne Mandel

*Treasurer:* Jeffrey Lipson

*Assistant Treasurer:*  
Linda Rosenzweig

*Parliamentarian:* Nancy Fiedelman

*Members-at-Large:*  
Howard Gleckman and  
Marion Kristal Goldberg

### 2014–2015

*with terms commencing  
on September 9, 2014*

*President:* Sheldon Grosberg

*First Vice President:*  
Kenneth Simonson

*Second Vice President:*  
Natalie Cantor

*Third Vice President:*  
Adrienne Mandel

*Secretary:* Marvin Rosenberg

*Assistant Secretary:*  
Nancy Fiedelman

*Treasurer:* Jeffrey Lipson

*Assistant Treasurer:*

Linda Rosenzweig

*Parliamentarian:*

Marion Kristal Goldberg

*Member-at-Large:*

Howard Gleckman

## BOARD OF DIRECTORS

### CLASS OF 2014

*with terms ending on September 9, 2014*

Lynn Friss Feinberg

Susan Finkelstein

Marion Kristal Goldberg

Daniel Hodin

Thomas Holtz

James McMann

Irving Shapiro (*liaison from  
the Jewish Community  
Relations Council*)

### CLASS OF 2015

Fredric Cantor

Kamal Cohen

Debra Korth

Marisa Lavine (*Presidential  
appointee*)

Jeffrey Linder

James McMann

Susan Miller

Irving Shapiro (*liaison from  
the Jewish Community  
Relations Council*)

## CLASS OF 2016

Ira Bartfield

Richard Galen

Howard Gleckman

Norman Goldstein

Gerald Levine

Adele Winters

## CLASS OF 2017

Lynn Friss Feinberg

Lynne Filderman

Daniel Hodin

Emily Hoffmann

Susan Merewitz

Judith Welles

## TRUSTEES

### 2013–2014

*with terms ending on September 9, 2014*

Philip Baker

Sherman Cohn

Myrna Cooperstein

Frank Dye

Harold Evans

Lynne Filderman

Irwin Goldbloom

Amy Kales

Karen Keats

Neal Kursban

Peter Levin

Barry Nudelman



Susan Berla Perry  
Stephen Rockower  
Rabbi Matthew Simon  
David Weinberg

#### 2014–2015

with terms commencing  
on September 9, 2014

Philip Baker  
Sherman Cohn  
Myrna Cooperstein  
Frank Dye  
Harold Evans  
Susan Finkelstein  
Irwin Goldbloom  
Karen Keats  
Neal Kursban  
Peter J. Levin  
Barry Nudelman  
Stephen Rockower  
Rabbi Matthew Simon  
David Weinberg

#### PAST PRESIDENTS as of September 9, 2014

George Hurwitz\*, 1973–1975  
Julius Sankin\*, 1975–1978  
Rosalie B. Gerber\*, 1978–1980  
Saul I. Stern\*, 1980–1982  
Sidney Z. Mensh\*, 1982–1984  
Samuel J. Gorlitz\*, 1984–1986  
William Goldwater\*, 1986–1988  
Irvin “Bud” Lavine, 1988–1990  
Lawrence L. Levin, 1990  
Stella M. Bernstein, 1990–1992  
Sylvia Raphael, 1992–1994  
Win Greenwald, 1994–1996  
Sally M. Herman, 1996–1998  
Judith S. Ball, 1998–2000  
Michael Goldberg, 2000–2002  
Elaine Kotell Binder, 2002–2004

Richard Dine, 2004–2006  
Ed Bonder, 2006–2008  
Linda Kaplan, 2008–2010  
Barbara “Bobbe” Mintz, 2010–2012  
Samuel G. Kaplan, 2012–2014

#### LIFE MEMBERS OF THE BOARD

Toby Alterman  
Wayne Berman  
David Brooks  
Joan Jolles  
Sidney Kramer  
Bess B. Lavine  
Edward R. Levin  
Sonia Atlas Levin  
Laurence Levitan  
Laurel Barron Mendelsohn  
Irma Poretsky  
Sherry Rodman  
Jimmie Shapiro  
Kenneth Simonson  
(concurrently serving in 2013–  
2014 and in 2014–2015 as a  
Vice President of the Board)  
Kitty Strauss  
Kathleen Wiseman

During the year, more  
than 800 men and  
women volunteered  
for JCA. They taught  
courses, mentored  
jobseekers, tutored  
children, spoke at  
community events,  
designed new programs  
and accomplished so

much more! At the  
heart of it all were  
committees, task forces  
and key advisors. We  
commend them!

#### BOARD COMMITTEES AND TASK FORCES

and their chairpersons  
during Fiscal Year 2014

*Adult Day Committee:* Susan Miller

*Advocacy Committee:*  
Sheldon Grosberg

*Annual Meeting 2013:*  
Sheldon Grosberg

*Annual Meeting 2014:*  
Marion Kristal Goldberg

*Budget, Audit & Finance  
Committee:* Jeffrey Lipson

*Bylaws & Ethics Committee:*  
Marion Kristal Goldberg

*Development Committee:*  
Barbara “Bobbe” Mintz

*Interages Committee:*  
James McMann

*Investment Committee:*  
Michael Goldberg

*Leadership Committee:*  
Richard Dine

*Marketing Committee:*  
Linda Rosenzweig

*Nominating Committee:*  
Richard Dine

*Productive Aging Award Dinner  
Steering Committee:* Susan  
Finkelstein and Linda Rosenzweig

*Ruth Breslow-Young Staff  
Award Selection Committee:*  
Edward R. Levin

*Transportation Committee:*  
Susan Berla Perry

Listings are as of August 15, 2014.



Margaret Levchenko (left) and Lois Baker (now of blessed memory) shared the 2013 Jacqueline Unger Community Service Award. That top volunteer honor recognized their 18 years of volunteer service to Interages® and their extraordinary accomplishments in helping children succeed in school and life.

\*This lay leader is of blessed memory as are Life Members of the Board Maurice D. Atkin, Anne Bord, Elizabeth Cantor, Mollie Caplan, Anne Gelfand, Howard Katzman, Jack Kay, Howard Polinger, Lester Poretsky, Anne Reich, Harvey Wertlieb, and Executive Director Emeritus Ruth Breslow-Young.

# Staff and Counsel

*How wonderful that no one need wait a single moment to improve the world.*

—ANNE FRANK



"I love JCA, and I love my job!" exclaimed Bonnie Clausen, shown above, when she received the 2013 Ruth Breslow-Young Staff Award of Excellence, named in memory of JCA's founding Executive Director. Bonnie coordinates Donor & Community Engagement at JCA, which she says entails being a cheerleader for an organization that brings year-round cheer to those in need.



## KEY JCA COUNSEL

*General Counsel:* Kenneth S. Jacob, Esq., Arent Fox LLP, Washington, DC

*Personnel Policies Counsel:* Edward R. Levin, Esq., Saul Ewing LLP, Washington, DC

*Independent Auditor:* McGladrey LLP, Vienna, VA

*Medical Director:* Susan Miller, M.D., Bethesda, MD

*Ethical Practices Advisor:* Jeffrey Linder, Rockville, MD

*Privacy Official:* Elinor Ginzler, Rockville, MD

*Owner's Representative, Ann L. Bronfman Center:* Terry Korth,  
The Korth Companies, Gaithersburg, MD

For many of our 74 staff persons, working at JCA is more a lifestyle choice than a job, because every job includes a healthy dose of compassion as well as "other duties as assigned."





**David Gamse**  
Chief Executive Officer

**Tina Lunson**  
Special Assistant to the CEO

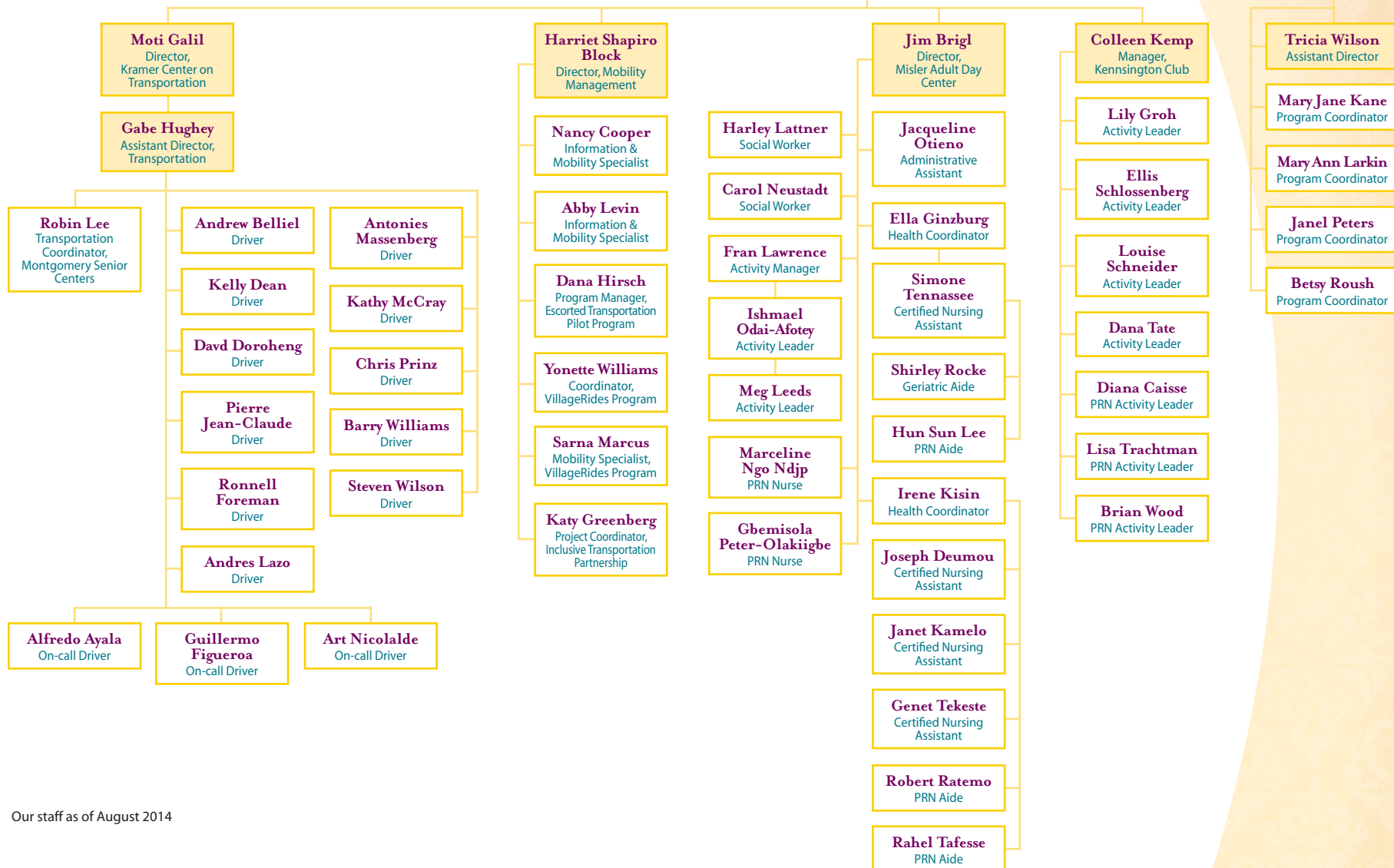
**Amy Southerland**  
Senior Writer/Editor



**Elinor Ginzler**  
Senior Director,  
Cahnmann Center  
for Supportive  
Services



**Carol Croll**  
Senior Director,  
Heyman  
Interages®  
Center



Our staff as of August 2014

# Legacy Society Members

*The only thing you take with you when you're gone is what you leave behind.*

—JOHN ALLSTON

The men and women listed below have supported the Jewish Council for the Aging (or pledged their support) through a will, insurance policy or other planned giving instrument. By their selfless acts, they have enabled us to provide companionship and caregiver support, transportation, senior employment services, intergenerational activities and other compassionate programs for generations to come. They inspire us and inspire future generations, too. We thank them all!



JCA is proud to be a founding member of the *Create a Jewish Legacy Campaign*, a program created and nurtured by The Jewish Federation of Greater Washington and its United Jewish Endowment Fund.

David G. Abraham  
Cecile Alpert  
Seymour Alpert  
Anonymous (4)  
Jack Alterman  
Toby Alterman  
Rudolph Aronowitz  
Arnold Aronson  
Robert E. Asher  
Maurice D. Atkin  
David Baum  
Sheva R. Bernstein  
Ruth T. Bigelson  
Elaine Kotell Binder  
Dr. Richard A. Binder  
Murray Blackstone  
Abe Blajwas  
Sylvia M. Blajwas  
Anne R. Bord  
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Irwin Bregman  
Ruth Breslow-Young  
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Dr. Marshall Greenblatt  
Matthew D. Guy  
Megan M. Guy  
Joseph F. Henig  
Cathy M. Hodin  
Daniel P. Hodin

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Lewis Markus

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Laurel Barron Mendelsohn  
Dr. Robert A. Mendelsohn  
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Geraldine E. Weinrib  
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Sylvia Wubnig  
Belle S. Yaffee





# Campaign Donors

*Kindness is the language which the deaf can hear and the blind can see.*

—MARK TWAIN

The *Campaign for the 21st Century* enabled us to purchase and renovate our permanent home. Now it sustains that home, the Ann L. Bronfman Center, as well as our ongoing efforts to pay off (or pay down) its mortgage.

As of June 30, 2014, our Campaign had raised \$5,171,136. The list below of beneficent donors continues to grow as does the number of donor names that shine in our building's lobby. Those names welcome clients, volunteers, donors, staff and guests to our vibrant home as they affirm for all that ours is a caring community.

## CHAMPIONS

**\$250,000 and above**

The Sylvia M. Blajwas Living Trust  
Ann L. Bronfman Foundation  
Alexander Chase Trust  
Lois & Richard England  
Irene & Edward H. Kaplan  
Barbara & Jack Kay  
Kenneth S. Jacob/  
Arent Fox LLP  
State of Maryland, Martin O'Malley, Governor  
Montgomery County Maryland, Isiah Leggett, County Executive  
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Susie & Michael Gelman

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Sandra & Clement Alpert  
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Ann L. Bronfman  
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Ted Korth, Korth Companies  
Betty Mae & Hon. Sidney Kramer  
Barbara & Herbert Mintz  
Estate of Samuel Sherwood

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Elaine Kotell Binder & Dr. Richard Binder  
Sherman L. Cohn  
Dominion Electric Supply Company/Richard Sharlin

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Edward R. Levin, Esq./  
Saul Ewing LLP  
Kenneth Simonson & Jan Solomon  
Anne & Marcus Smith Family Foundation  
Saul I. Stern  
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Mary & Alan Einhorn  
Peg & David Gamse  
Win & Gerald Greenwald  
Cathy & Dan Hodin

Frances S. & Jacob M. Jaffee  
Hon. Adrienne Mandel & Emanuel Mandel  
Donald & Ronald Oser  
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## SPONSORS

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Andrea & Rabbi Steve Glazer  
Margaret & Irwin Goldbloom  
Micki & Lowell Gordon  
Judy & Sheldon Grosberg  
Sally & Stephen Herman  
Irvin A. Lavine & Hon. Bess Lavine  
Marge & Jim McMann

In Memory of Israel Neustadter

## SUPPORTERS

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Toby Alterman  
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Stella & Paul Bernstein  
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Booz Allen Hamilton, Inc.  
Jane & Fredric Cantor  
Joy & S. Robert Cohen  
Joan & Tony Edwards  
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Edith Fierst  
Dana & Ron Fishbein  
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Michael Goldberg  
Joanne & Norman Goldstein

Marilyn & William Goldwater  
Helen & Robert Kaufman  
Judy & Bruce Kipnis  
Judith & Martin Leader  
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Barbara & Tibor Schonfeld  
Margaret Silverberg & Ira Dosovitz  
Susan & Samuel Simon  
Marcia & Donald Simonson  
Debra & Richard Stanley

# Endowment Donors

*So long as the memory of certain beloved friends lives in my heart, I shall say that life is good.*

—HELEN KELLER

The Compassion Funds — our endowments — demonstrate to our children, grandchildren and those we may never know what caring and compassion really mean. They help to ensure JCA's viability and vitality today and tomorrow while providing stability in uncertain times.

On June 30, 2014, the Funds had an estimated total value of \$1,962,864. In Fiscal Year 2014, they contributed \$67,500 to support JCA's people and programs.

At right, we proudly list the named Funds.



## FOR GENERAL USE

Flora & Maury Atkin Fund  
Cathy Bernard Fund\*  
Stella & Paul Bernstein Fund  
Burstein Estate Fund  
Campaign for Forgotten Elders Fund  
Deborah & Walter Cohn Fund  
Rosalie Fonoroff Fund  
Harold & Lilyan Evans Fund  
Rosalie B. Gerber Fund  
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Dr. & Mrs. Marshal Greenblatt Fund  
Win & Gerald Greenwald Fund  
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Sally & Stephen Herman Fund  
JCA Board of Directors' Special Fund  
Hon. Bess B. & Irvin A. Lavine Fund  
Edward R. Levin Fund

Sylvia & Coleman Raphael Fund  
Gerald & Deana Stempler Fund  
Harry & Jeanette Weinberg Fund

## FOR THE CAMPAIGN FOR THE 21ST CENTURY

Anne & Marcus Smith Family Fund

## FOR ADULT DAY CARE

Sylvia & Morris Krucoff Fund  
Rodman Family Fund  
Isador Turover Fund

## FOR HOME CARE AND TRANSPORTATION

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Harold & Rose C. Kramer Fund  
Julius & Jeanne Sankin Fund

## FOR COMMUNITY OPPORTUNITY GRANTS

Hadassah & Daniel Thursz Fund

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Ruth Breslow-Young Fund

## FOR THE HARRY & JEANETTE WEINBERG ENDOWMENT SOCIETY

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Elaine & Richard Binder  
Sara & Bruce Brandeleone  
Mindy Buren & Jerry Stouck  
Phyllis & David Coburn  
Edith Fierst  
Rosalie Fonoroff  
Nina & Sid Glasner  
Marion & Michael Goldberg  
Joanne & Norman Goldstein  
Marilyn & William Goldwater  
Nancy & Marshal Greenblatt  
Win & Gerald Greenwald  
Sally & Stephen Herman  
Lean & Eric Hirschhorn  
Dianne & Dennis Horn  
Karen & Robert Keats  
Rose C. & Harold Kramer  
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Rachel Kronowitz & Mark Lewis  
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Judith Mazo & Mike Seldman  
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Sylvia & Coleman Raphael  
Joy Gail Raywid  
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Sherry Rodman  
Anne & Marcus Smith  
Deana & Gerald Stempler  
David S. Stone Foundation  
Hadassah Thursz  
Bessie & Isador Turover  
Philanthropic Fund  
Karen Zuckerstein



With gratitude, we list the permanent funds of the United Jewish Endowment Fund that are designated in part or in whole to JCA.

Samuel K. Abrams Memorial Fund  
Clement & Sandra Alpert  
Designated Endowment Fund  
Dorothy Fabricant Memorial Fund

Harry and Sarah Gelfand Memorial Fund  
Rosalie & Dr. Leon Gerber Fund  
Rose & Harold Kramer Fund  
Sarah G. Silberman Memorial Fund

We have not included the value of these funds in the data reported above.

\*We thank the Bernard Family Foundation/ Cathy S. Bernard for supporting this Fund with a generous contribution in Fiscal Year 2014.





# Annual Fund Contributors

*Compassion brings us to a stop, and for a moment we rise above ourselves.*

—MASON COOLEY

“You’ll be sorry,” said Toby Alterman, a Life Member of the Board, when she agreed to write our November 2013 fundraising letter. “I’m not a fundraiser.”

How wrong she was! The mailing was the most successful in JCA’s history.

In her letter, Toby wrote, “I try to contribute to JCA every year. I named JCA in my will. And now at 93 years old, I find myself writing a fundraising letter because I said that I would try to do whatever JCA asked me.”

“You will become old far faster than you think you will,” she added. “You will find yourself thinking about dear family and friends and then find yourself wondering, ‘Is he or she still with us?’ You will

ask yourself, ‘Did I plan sufficiently?’ And you will feel a pang of sadness and anxiety when you realize the answers are no. ....Let’s never force people to wonder about JCA’s future. Its ElderBuses, adult day centers and other programs are needed now, and they will be needed generation after generation.”

With admiration and pride, we acknowledge the individuals and institutions that responded to Toby’s letter or otherwise supported JCA with gifts or grants of \$100 or more from July 1, 2013 through June 30, 2014. We list below those who made honor or memorial tributes, supported the Productive Aging Award Dinner, sent us corporate matching funds, provided proceeds from planned gifts, responded to our mailed appeals or awarded us grants. These generous friends helped all seniors thrive, and we thank them for investing in JCA!

## GUARDIANS

**\$100,000 and above**

The Sylvia M. Blajwas Living Trust

Ann L. Bronfman Foundation

The Jewish Federation of Greater Washington

Montgomery County Department of Health & Human Services

Montgomery County Department of Transportation  
Senior Service America

## FOUNDERS

**\$25,000–\$99,999**

Anonymous (2)

Morris & Gwendolyn Cafritz Foundation

Leslie & Samuel Kaplan

Hon. Sidney Kramer  
Maryland Department of Health & Mental Hygiene  
Barbara & Herbert Mintz

State of Maryland

United Jewish Endowment Fund

Washington Council of Governments

Kathie & David Weinberg

## PATRONS

**\$10,000–\$24,999**

Clark-Winchole Foundation/  
Vincent C. Burke III

Sherman L. Cohn

Community Transportation Association of America

Estate of Paul Fabricant

Greta Faigen

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Donald E. Graham & Amanda Bennett

Estate of Jacob M. Jaffe/  
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Marjorie F. Krumholtz  
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Susan & Michael Gelman

Irma Poretsky

Deanne H. Sharlin

Charles E. Smith  
Family Foundation

The David S. Stone  
Foundation/Daniel B. Binstock

## **BENEFACTORS**

**\$5,000–\$9,999**

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Dr. Richard Binder  
Natalie & Barry Cantor  
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Judith S. Ball  
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