Embracing Life's Journey

FORTY-FOURTH ANNUAL REPORT





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A famous Chinese proverb states that the journey of a thousand miles begins with a single step.

The Jewish Council for the Aging of Greater Washington is there when your journey takes unexpected twists and turns. We provide answers, guidance and compassion as you and your loved ones face each new milestone.

During our 44th year:

- Our Senior HelpLine provided 1,300 referrals to residential facilities, caregivers, benefits, programs, discounts and so much more.
- Our Senior Community Service Employment participants provided more than 52,000 hours of community service while building their resumes and job-search skills.
- Our State Health Insurance Assistance Program volunteers helped 1,500 people learn about Medicare and Medigap programs.
- And our Misler Adult Day Center and Kensington Clubs provided 12,000 days of care for seniors confronting memory loss.

We couldn't have delivered these and other essential human services without our generous donors, caring volunteers and dedicated staff who continue to support older adults and family caregivers with their unique journeys. We thank you for your support. Together, we work wonders!

Agency 52847

Partner Agency of The Jewish Federation OF GREATER WASHINGTON









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President's Message

Our 44th year was a productive one. We celebrated the 40th birthday of our Misler Adult Day Center and the 30th birthday of the JCA Heyman Interages[®] Center. With public and private support, we:

- opened a new Kensington Club (this one in Germantown, Md.) for older adults with a recent diagnosis of memory loss,
- refurbished our computer training room,
- won a national award for a multi-organization advertising campaign on pedestrian safety entitled "Tired Faces,"
- welcomed the 3,000th follower of our Facebook page,
- were selected as a pilot site for a medication management program,
- concluded a formal assessment of the JCA brand and began to implement what we learned from it,
- expanded the number of parking spaces in the busy parking lot of our headquarters building,
- began using our transportation know-how to bring regular bus service to historic Tobytown, a small and historically low-income African American community by Potomac, Md. that was founded by freed slaves in 1847.

Elinor Ginzler and Carol Croll of our senior staff won the Ted B. Farber Professional Excellence Award from The Jewish Federation of Greater Washington.

But our 44th year also brought budget-balancing pain. In planning for the fiscal year that began July 1, 2017, we made the difficult, cost-saving decision to close our Kensington Club's Ingleside location in Rockville, Md., which lacked sufficient space to grow, while also ending the regular conduct of technology training for older adults through JCA SeniorTech, a program with a quarter century of success. Knowing that the local population of older adults is growing fast and so are their needs, we already are looking at new and innovative ways to meet them including new approaches to technology training.

I look forward to JCA's continued growth as our 90 staff and 900 volunteers enter our 45th year with one united goal — to help all people in the Greater Washington area live well and age well as they embrace life's journey. I invite you to read this *Annual Report* to learn where we've been and where we will go with the help of generous friends like you.

Notalie Cantor



Natalie Cantor, President



Carol Croll and Elinor Ginzler

Year Highlights

44 was a very good year.

JCA's Street Smart pedestrian safety campaign received honors from National Mature Media Awards, which annually recognizes the best marketing, communications, educational materials and programs for adults age 50 and older.

Sheldon Grosberg completed his term as President at JCA's 2016 Annual Meeting, handing the gavel and wisdom he gained during his two-year term to current President Natalie Cantor.

To thank its 900 volunteers, **JCA held a Gratitude Grill Day** with lunch generously donated by Cabot Cheese. JCA Assistant CEO Micki Gordon serves the salad.

JCA created a beautiful outdoor space for its staff, volunteers and guests in honor of JCA's Micki Gordon's quarter century of dedicated service.

volunteers

Some mistakes you

can't take back.

Slow down for older pedestrians.

MICKI'S SECRET GARDE Dedicated by a grateful JCA to commemorate Micki Gordon's 25th anniversary on the JCA staff September 20, 2016

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It was also a year of transition.

JCA is so proud of our **newly-renovated technology training center**. This year, 623 seniors took courses to help them connect with the world through high-tech devices and programs. Going forward, we will use the center to train staff, volunteers, Career Gateway participants and students in the Interages Montgomery County Tech Connect program.

After two wonderful years, we closed our **Kensington Club at Ingleside King Farm** in Rockville, Md., one of three sites for our social day programs for seniors in the early stages of diagnosed memory loss. Its participants successfully and happily transferred to our other sites in Rockville and Germantown as we began the search for a new location that would enable this growing program to spread its wings.

We successfully completed a **pilot program for the Maryland Department of Aging** through which we tested ways to help older adults manage their medications.

Top right: Staff members learn new skills in JCA's SeniorTech room. **Bottom right:** Participants in the Kensington Club at Ingleside King Farm enjoyed a trip to Brookside Gardens.



Program Accomplishments

30 years of intergenerational programming



What a great year it was for Interages! It continued to add volunteers and grow the number of people served while introducing innovative programs that furthered its renown as a nationally recognized leader in intergenerational programming.

> Thirty years ago, Austin Heyman had the insight to bring the generations together. In 2011, the organization he created merged into JCA to become the JCA Heyman Interages Center. It has thrived!

"We don't know what we would do without the patience, care and teaching provided by you and your team of volunteers. We are very fortunate to have your support at our school." ESOL teacher at Gaithersburg High School This year, Interages connected 494 youth volunteers with 950 men and women living independently in senior facilities or attending adult day centers. And an amazing cadre of 290 senior volunteers mentored and tutored 2,372 low-income students in Montgomery County Public Schools.

All told, our volunteers provided 7,426 volunteer hours valued at \$198,943!

"The children leave our facility happy and full of joy after spending some time with the volunteers."

Montgomery County Department of Health & Human Services' service center staff

Interages Family of Programs

- Dialogues Across The Ages
- Grandreaders
- Intergenerational Bridges
- Everybody Counts
- Mature Mentors

- REAL (Reading and Educating to Advance Lives)
- SHARE (Students Help and Reach Elders)
- Intergenerational Resource Center (IRC)
- Beauty of Aging
- Makeover Madness



Four decades of innovation and care at Misler

Our Albert & Helen Misler Adult Day Center has been providing compassionate care to seniors and their caregivers since April 1977, when the program began in the basement of the Hebrew Home in Rockville, Md. When Ring House, another part of the Charles E. Smith Life Communities, was being designed nearly 30 years ago, JCA partnered with its lay and staff leaders to create a state-of-the-art adult day center for older adults with physical, cognitive or emotional challenges. Today, that center — the Misler Center — remains a Ring House tenant where it offers an enriched, supportive program filled with music, current events, speakers, field trips, dancing, exercises and even an intergenerational Senior Prom.

There have been countless innovations, yet for 40 years, the Misler mission has never changed, never wavered. It continues to dignify the lives of seniors who are dealing with the challenges of life's journey while providing a welcome respite for loving families.

This year, the Misler Center provided 8,844 days of care to 85 participants, with 40-some participants attending on most days.

Its staff of 13 RNs, social workers, activity leaders and geriatric aides works as an interdisciplinary team to assist and care for participants and their family members.

"Head out on the highway, looking for adventure"

JCA goes to great lengths to make sure seniors can maintain their lifestyles and get to the places they need or want to go, even when they no longer drive. By getting to medical appointments, running their errands and joining in on the social events they love, older adults are more likely to stay healthy, happy and connected to the community they cherish.



Our Connect-A-Ride Mobility Specialists answered 5,681 calls, provided 7,921 referrals and met with 558 seniors during outreach presentations.

And for the first time, we had a Spanish-speaking specialist with flyers in Spanish as well as English.

Thanks to this program:

- a 90-year-old woman, who had been the sole driver for her 90-year-old husband, a World War II vet, was able to get around after she broke her foot and
- a formerly homeless woman was able to get a ride to pick up a check she needed to cover moving expenses to her new home.

The stories are endless. Some are inspiring. Some are heartbreaking.

Who could imagine that in the Greater D.C. area we live alongside older adults who are afraid, poor, silent and invisible; seniors who haven't ventured beyond their front door in a year, and sometimes more?

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Our ElderBuses drove a total of 179,136 miles.

That's three-quarters of the way to the moon (if we had been traveling in that direction) to make 57,173 passenger trips. We drove seniors to and from the JCA adult day programs, Montgomery County senior centers, grocery stores and other essential destinations. And the three new buses we purchased this year to replace our older buses carry our new *Embracing Life's Journey* design.

One hundred sixteen people attended one of six JCA Ride Smart workshops to learn how to use public transportation throughout the Washington, D.C. area.

JCA also connected 1,274 seniors with rides through its Escorted Transportation, Village Rides and NV Rides programs.

Village Rides grew an astounding 86 percent since last year, providing 5,622 rides through neighborhood villages. A new grant of \$250,000 from the Federal Transit Administration enabled us to establish a Volunteer Driver Resource Center and to expand our support of volunteer rides programs into Prince George's County, Md.

The **NV Rides program**, administered by the Jewish Community Center of Northern Virginia, **connected 640 passengers** — most in Fairfax County — to **9,608 rides** this year.

And our Escorted Transportation program provided 755 rides to seniors with mobility challenges.

Connect-A-Ride Mobility Specialists

- Answered 5,681 calls
- Provided 7,921 referrals
- Met with 558 seniors during outreach presentations

ElderBuses

- Drove 179,136 miles
- Made 57,173 passenger trips

Village Rides

Provided 5,622 rides

NV Rides

- Connected 640 passengers
- Gave 9,608 rides

Escorted Transportation

Provided 755 rides

Camp Springs Senior Activity Center

Prince George's County Department of Family Services

RideSMART TRAVEL TRAINING THURSDAY & FRIDAY JULY13 E14; 10A -2F REGISTER TODAY!



Kensington Clubs, "the secret sauce"

The **Gorlitz Kensington Clubs** are social day programs for older adults with earlystage memory loss. This year, we operated three "KCs":

- the Kensington Club @ Parklawn (in the JCA Headquarters Building on Parklawn Drive in Rockville),
- the Kensington Club @ Ingleside King Farm (also in Rockville), and
- the Thome Kensington Club @ Germantown Community Center, which we opened in November 2016.

The 73 seniors who attended KC programs during the year listened to the music of their youth, made and reminisced about the taste of New York Egg Cream, learned new musical instruments, created art masterpieces that were displayed at our popular annual art show and celebrated birthdays and holidays together. Of those participants, 45 were new to the program this year.

"You and

this program

have been a

blessing for Dad."

Diane Thomas, whose

mother attended Kensington Clubs at Ingleside "We can see the huge difference it has made for her to have such a close knit group of friends she sees each week. I am saving the lovely Kensington Club photos forever, as they have some of my mother's happiest smiles in there."

Sophie Yarborough, whose mother attended the Thome Social Day Club and now participates at Parklawn

"I have periods of reduced stress on Club days. You are the secret sauce!"

Carlotta Moliter, family member of a Thome Club participant

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Have Worker, Will Hire

Our Senior Community Service Employment Program (SCSEP) provided 52,556 community service hours valued at \$549,218 through the work of 94 on-the-job trainees including Clarence Simmons.

At the age of 57, Clarence has seen more than his share of trouble. As a result of illness, he's been homeless, employed and then unemployed more times than he would like to recall. He suffered various medical problems and is in arrears to the Internal Revenue Service. Through word of mouth, however, he learned about JCA SCSEP, which provides paid, on-the-job training for men and women who are 55 years old or older and have a family income that is 125 percent of the federal poverty level or less. Via our program, Clarence provided part time community service, earning minimum wage. He received job search skill until he was able to find a job on his own. Today, he is the lead concierge at a condominium complex. At SCSEP, "people understand your story, and what you are talking about," Clarence said. Indeed, he got more than a job. Through the program, he learned the value of networking and to never allow himself to become isolated.



JCA also connected local employers to older job seekers at its two **50+ Employment Expos.** Hundreds of attendees learned what jobs were available and how to improve their resumes at one, one-day event in Montgomery County and another in Northern Virginia.

In addition, we offered job-search training through the **JCA Career Gateway**, an intensive, specialized training and mentoring program for people seeking to reenter the workforce. This year, we offered five 30-hour sessions, and a total of 60 people participated.

"[T]his class gave me the confidence to forge ahead and put my best foot forward. I had been stuck in a rut at home thinking that I wasn't qualified for anything after being home with my kids for quite a few years. This class taught me that everything that I did over those years was valuable and that my maturity was an *asset* — not a *liability*. Margo was an excellent moderator/teacher!"

A Career Gateway graduate



Answers, Have We Got Answers!

A cadre of Senior HelpLine volunteers supported staff in providing free, helpful referrals and advice to 480 callers. The volunteers alone spent 1,014 hours offering contact information on scores of topics that included housing, caregiving, social programs, medical equipment and where to donate medical and home furnishings they no longer needed.

SHIP, the State Health Insurance Assistance Program, joined JCA in the summer of 2016. Since then, SHIP staff and its 23 informed and compassionate volunteers have assisted more than 3,000 callers while staff conducted community-wide outreach and educational events that included monthly question-and-answer sessions at Montgomery County libraries.

In collaboration with *Washington Jewish Week*, we published bimonthly **Senior Resources Guides** for thousands of readers. And what a range of topics we covered! These included finding jobs, the benefit of music and arts, how to deal with winter weather and elder abuse.

Our *AccessJCA* print newsletters reached more than 7,600 households and our *JCA Today* online news enabled us to stay connected with thousands of friends and supporters.



Donated Art Brightens JCA Offices

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"It would be really gratifying to her to know her work has found a meaningful home, especially for her more Judaica-themed work," said Alex Kasten, the artikt's son. "She would be so happy that her piece found a Jewish home," he added.

o know her in the 1920s as a 14-year-milliner, designing expecially for and making hats. After coming to America from 4 Alex Kasten, Lithuania, she went on to create screens and papt that her lamps and spent hours winding wires to create silk flowers, recalled her daughter, Grace, who herself is a renowned artist, also with artworks at "KC," as the rotoram is lovinarly called by its clients.



JCA continued to increase its social media presence. We now have more than 3,200 followers on Facebook, hundreds on Twitter, and a LinkedIn page as well. Our Facebook page has inspiring stories about seniors and caregivers, tips for aging (and living!) well and information about free and low-cost resources that can make a world of difference.

Top: JCA Senior HelpLine volunteer Above: Our Senior Resources Guide

Arts and

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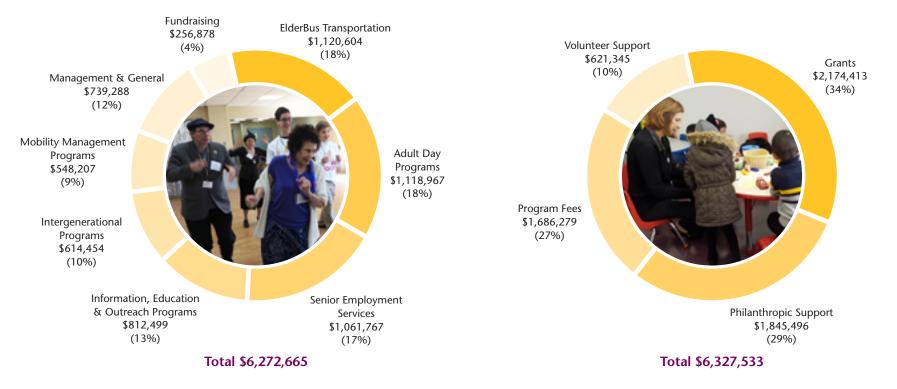
Washington Jewish Week



Clients come first at JCA, with 84 cents of every dollar directed into programs, not overhead.

COMMUNITY INVESTMENT

SOURCES OF SUPPORT



The above data are preliminary estimates for Fiscal Year 2017, from July 1, 2016 through June 30, 2017, and are unaudited. See our audited financial statement for a full accounting presented according to Generally Accepted Accounting Principles. In the charts above, percentages are rounded to the nearest whole percentage points.

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. 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. 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 JCA's 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.

Lay Leaders

We salute our volunteer leadership team!

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2016-2017

with terms ending at the Annual Meeting of 2017

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TREASURER Kenneth Simonson

ASSISTANT TREASURER Richard Galen

PARLIAMENTARIAN Howard Gleckman

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2017–2018

with terms commencing at the Annual Meeting of 2018

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2017-2018

with terms commencing on October 3, 2017 Philip Baker Fredric Cantor Sherman Cohn Edward Cooper Harold Evans Lynne Filderman Susan Finkelstein Irwin Goldbloom Neal Kursban Gerald Levine Herbert Mintz Barry Nudelman Susan Berla Perry Stephen Rockower Rabbi Matthew Simon

PAST PRESIDENTS

1973-1975

1975-1978

1978-1980

1980-1982

1982-1984

1984-1986

1986-1988

1988-1990

1990-1992

1992-1994

1990

Past Presidents (except the two most recent Past Presidents) and Life Members also serve as Trustees. The two most recent Past Presidents serve as voting members of the Board.

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Listings are as of September 1, 2017.

* Of blessed memory

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INTERAGES COMMITTEE lames McMann

INVESTMENT COMMITTEE Michael Goldberg

TRANSPORTATION COMMITTEE

Susan Berla Perry

Time-Limited Committees and Task Forces ANNUAL MEETING COMMITTEE, 2016

ANNUAL MEETING COMMITTEE, 2017 Sheldon Grosberg

Edward Levin

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FACILITIES TASK FORCE Richard Galen

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PRODUCTIVE AGING AWARD **DINNER COMMITTEE, 2017** Susan and Alan Miller

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RETIREMENT PLAN COUNSEL Linda Rosenzweig Keightley & Ashner LLP

Washington, DC

Productive Aging Dinner

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Kitty Kelley tells all. On May 21, internationally acclaimed biographer Kitty Kelly enthralled the 375 people who attended the 24th annual Sylvia Blajwas Productive Aging Dinner with her inside scoops on Jacqueline Kennedy Onassis, Frank Sinatra and many of the other famous people about whom she has written.

Our **2017 Humanitarian Award** was presented to the Kursban family, owners of Family & Nursing Care.

Dear Micki, JCA leadership & staff, and JCA board,

WOW!! Thank you all so much for honoring the Kursban family for the JCA 2017 Humanitarian Award. It was a night we will never forget. You made us feel like royalty.

Deep compassion and empathy are core values sandy kursban (aka mom) instilled in us since birth. Little did we know growing up how many lives we could and have impacted.

We love JCA, its mission, and the remarkable people who embody all that JCA stands for & represents.

Again - thank you so much.

Love,

sandy, Julie, Mindy, Neal, Steve and rest of our large family

Clockwise from top: Kitty Kelley with Congressman Jamie Raskin; The Kursban Family; David Gamse, JCA CEO; The Honorable Bobbe Mintz and Herb Mintz, dinner cochairs *Photos by Harvey Levine*

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There's a Lot of Love at JCA

The Board-approved strategic plan called for JCA to review its brand, and we did so with the kind of care and precision that hallmark everything we do.

We invited more than 4,000 people — most from the National Capital Region — to participate in an online survey that our Branding Task Force designed and tested. Five hundred and seventy-three did so. Then, Task Force members gained a deeper understanding of the data through one-on-one interviews with lawmakers, donors, Jewish community leaders and other VIPs.

Experts in branding and marketing were wowed by the love and admiration for JCA that so many respondents expressed. Yet there is always room for improvement, and the Board unanimously adopted all Task Force recommendations including the need for staff and volunteers to be proactive in communicating these five core messages: CA will make Greater D.C. CA will be collaborative n even better place to ag-CA will continue to grow Expand our reach, especially in no Montgomery County and N Recruit even more volunteer

1 JCA is committed to helping people in the National Capital Area age well. 2 JCA is committed to making the region a great place to grow up and grow old.

3 JCA provides high quality services.

4 JCA has a dedicated, compassionate and highly trained staff and volunteer corps, and we are proud of them. 5 JCA is open to all, and every aspect of its work is guided and informed by enduring Jewish values.

Over the months to come, watch for changes in what we say and how we say it.

Three Cheers for Team JCA!

Our hardworking staff is a passionate, compassionate, friendly, smart and spunky interdisciplinary team of 90. It is led by David Gamse, who has been JCA's CEO for 27 years.

Our staff drives buses, comforts those in pain, solicits gifts, manages grants, finds jobs, reports news, balances budgets, trains, cajoles, plans and more. And we are darned proud of them!

In addition to David, five staff members comprise our senior leadership. They are

- Micki Gordon, Assistant CEO and Senor Director of Development;
- Stephen Wolk, Senior Director of Finance & Administration;
- Elinor Ginzler, Senior Director of the Cahnmann Center for Supportive Services and Director of the Misler Adult Day Center;
- Carol Croll, Senior Director of the Heyman Interages Center; and
- Harriet Shapiro Block, Senior Director of the Center for Information Services.

What's especially notable is that these kinds of commitments and connections are the norm at JCA. We believe that it's only by working together that we could make the National Capital Region a great place to make life's journey. We also believe that advocating, cooperating, listening, teaching and learning lay the foundation of a vibrant community and a joyous life.

What's often hidden from view, however, is the incredible work that staff does out and about in the greater community.

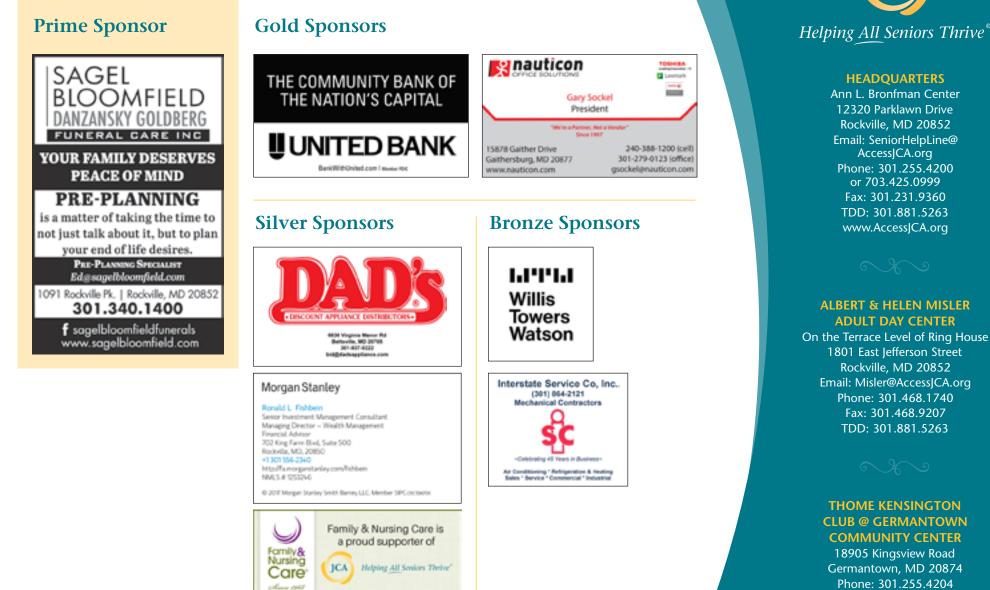
David, for example, is a member of the American Society on Aging's Greater Washington, DC Roundtable, which enables aging services professionals to learn about cuttingedge issues and debate them. He serves on the Age-Friendly Montgomery Advisory Group. David also serves on the Board of Directors of WorkSource Montgomery, where he represents community-based organizations. He serves on the ElderSAFE Community Coalition of Charles E. Smith Life Communities and on the NV Rides Advisory Council convened by the Jewish Community Center of Northern Virginia and JCA. He is a member of the American Society of Association Executives, the Executives Council of Jewish Agencies and Schools in Greater Washington, the Gerontological Society of America, and the Create a Jewish Legacy Campaign Committee of the United Jewish Endowment Fund and Jewish Federation of Greater Washington.



CEO David Gamse joined other Jewish agency executives in serving dessert to the scores of Jewish communal staff attending a luncheon run by the Washington Jewish Professionals Forum.

JEWISH COUNCIL FOR THE AGING

Annual Report Sponsors



familynursingcare.com 301.588.8200







www.AccessJCA.org