



HELPING **ALL** SENIORS
THRIVE
IN A CHALLENGING YEAR

ANNUAL
REPORT
2021



It has been a challenging year for JCA and the older adults in our community. We know the terrible price seniors paid during the pandemic. But I'm proud that JCA stepped in to provide meals, comfort and activities for thousands of older adults over the past 18 months. And we did it in the midst of our own exciting transition.

This year, we hired Shane Rock as our new CEO, succeeding David Gamse who retired after 30 years. Shane brings us a wealth of non-profit experience and a deep commitment to helping our community's underserved.

We modernized our board. And we created exciting new online programs to better serve our clients during the pandemic.

I am excited about JCA's future. Even as we begin providing in-person programming, we are retaining the best of our virtual services. We have reopened our Kensington Clubs adult day program at Parklawn and soon will follow with two other centers. But we also are continuing the wonderful success of our on line KC@Home. Our 50+ Employment Expos will remain virtual, a model that attracted more participants than ever. Interages will continue to connect children and older adults in many different ways. And we will provide information services by phone and Zoom.

I am honored to serve as JCA's president at this exciting time. Thank you for your ongoing support.

Best regards,

A handwritten signature in blue ink, appearing to read "Howard Gleckman".

Howard Gleckman
President

IN OUR 48TH YEAR

- JCA volunteers and staff creatively developed a myriad of ways to ensure that none of our clients felt isolated or friendless. For example, we provided **618 kosher meals to 313 seniors** through our Mitzvah Meals program.
- Our buses delivered **five healthy lunches once a week** through Montgomery County's Senior Nutrition Program right to our clients' homes, an accomplishment that was featured on NBC4.
- Our young volunteers with our Heyman Interages® Center interviewed adults, highlighting the important work they do in the community. Among others, they spoke with our former CEO David Gamse, award-winning filmmaker Aviva Kempner, an 80-year-old marathon runner, a teacher with 40 years' experience and Montgomery County Police Chief Marcus Jones.



JCA Volunteer and Student Uma interviewed Debbie Levy, author of "I Dissent, This Promise of Change" and "The Year of Goodbyes".

JCA BY THE NUMBERS

We are most proud of the large number of people touched by JCA during this challenging time for all of us. We assisted more than **6,000 people** during the fiscal year that ended June 30, 2021. **Here are just a few highlights of the numbers served by various JCA programs.**

PEOPLE SERVED in a sample of JCA Programs:



ADULT DAY PROGRAMS

Our **Gorlitz Kensington Clubs**, a program that since 2008 has been helping people in the early stages of diagnosed memory loss, served **70** men and women. The transition from in-person programming to virtual events went smoothly and included philosophy and Spanish clubs, falls prevention exercises, yoga and poetry writing.

While many organizations quickly transitioned to Zoom programming, it needed to be a gradual process for our members who weren't quite ready to deal with the necessary technology. Our amazing staff and volunteers patiently demonstrated how to go virtual until it was second nature to our members. **KC@Home** featured **342** Zoom programs, providing **5,128** hours of contact with our members and much-needed respite for their caregivers. About a dozen members usually participated in each Zoom program—just the right number for interaction with dear friends and the KC activity leaders.

To further ensure that our members didn't feel isolated, we stayed in touch by phone with our **Phone Pals**. Our **33** volunteers and staff members chatted with **31** seniors at least twice a week.

KC volunteers and staff also delivered challah monthly to members through our **Loaves of Love** program. Not only did our members rave about the delicious bread made by Sunflower Bakery, but they also enjoyed the human contact while receiving their challahs.

As our 48th year drew to a close, staff juggled normal programming while firming up plans to meet in person again soon.



KC members and staff share laughs during a virtual program.

TRANSPORTATION

The pandemic put the brakes on so many of our transportation-related programs. However, our **Elderbuses** adapted their routes to bring healthy meals directly to seniors who normally would have eaten them at the various Montgomery County senior centers. The buses made **5,675 trips** to ensure that delivery of those meals. Our Tobytown Ride On bus maintained its route, traveling **81,000 miles**.



Connect-A-Ride mobility specialists assisted more than **1,250** callers and presented transportation options via webinar to about **140** participants. In the spring, our staff partnered with Montgomery County on a special vaccination transportation program; overall they ensured that more than **200** seniors made it to their COVID-19 vaccination appointments.

Our **Escorted Transportation** program provided almost **350** rides to **77** income-eligible seniors who needed an escort to get to their destination. About 10% of those rides enabled seniors to become vaccinated. Because of the pandemic, restrictions on income levels were loosened to allow more people to enroll in the program.

JCA **VillageRides** helped almost **200** seniors and adults with disabilities obtain **2,147** one-way rides from more than **100** volunteer drivers in **16** community organizations and neighborhood villages in Montgomery and Prince George's counties.

Through our collaboration with the Pozez Jewish Community Center of Northern Virginia, **NV Rides** partnered with **16** volunteer transportation programs, helping more than **400** passengers receive **13,651** one-way rides.




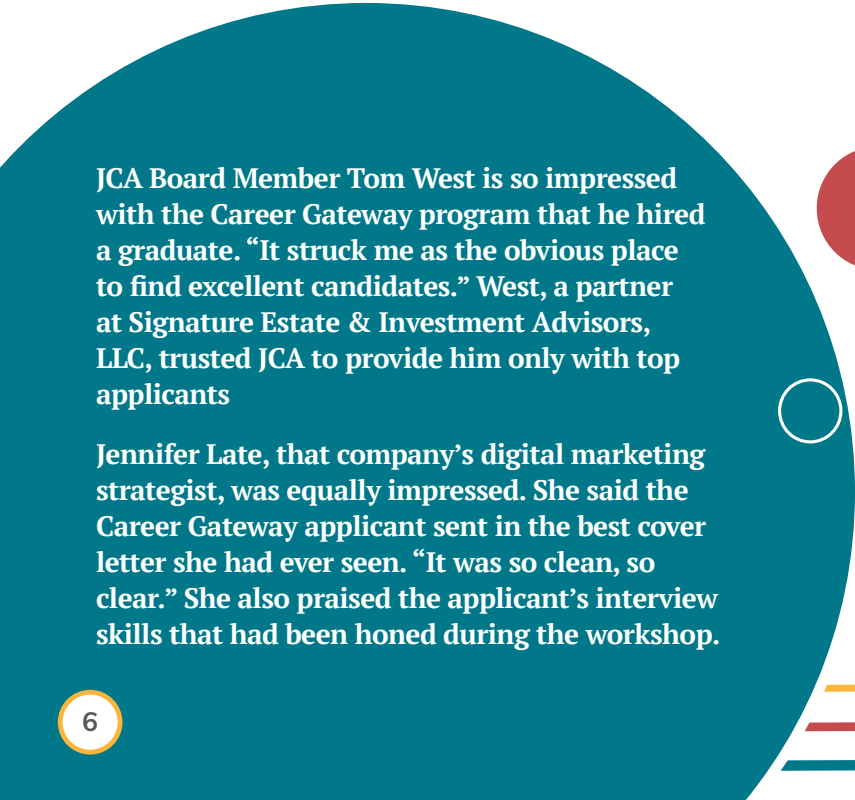


EMPLOYMENT

Both our **Career Gateway** and **50+ Employment Expos** went virtual. To our great surprise, that meant we were able to reach many more seniors who were looking to return to the job market.

We offered six sessions of Career Gateway and celebrated the graduation of **99** jobseekers, the largest number in the 12-year history of the program. Participants learned to polish their networking/interviewing skills and how best to use the Internet for job seeking during their five-day session.

A whopping **1,642** job seekers attended JCA's virtual 50+ Employment Expos with some attending more than one. Participants had the opportunity to learn from **78** employer presentations. Workshops covered a wide range of topics including Networking in the COVID Era, Finding Your Career Passion to Create Your Career Brand, Mindful Volunteering and You Got the Interview - Now What and Why Company Culture Matters.



JCA Board Member Tom West is so impressed with the Career Gateway program that he hired a graduate. "It struck me as the obvious place to find excellent candidates." West, a partner at Signature Estate & Investment Advisors, LLC, trusted JCA to provide him only with top applicants

Jennifer Late, that company's digital marketing strategist, was equally impressed. She said the Career Gateway applicant sent in the best cover letter she had ever seen. "It was so clean, so clear." She also praised the applicant's interview skills that had been honed during the workshop.

This year's **61** participants in the **Senior Community Service Employment Program (SCSEP)** rose to the challenges of the pandemic in powerful ways. They masked up and went out to their community assignments to do crucial work such as stocking food pantries, assisting with services and answering phones. **Our program had one of the highest percentages of SCSEP participants continually working in the community in the entire country.** Participants provided **47,000** hours, split evenly between service to the community and training. It's worth noting that, when necessary, participants were able to access emergency paid sick leave from the CARES Act, when their placements shut down due to the quarantine or their jobs could not be done remotely. They were able to continue with the training components of the program. SCSEP provides on-the-job training for people who are at least 55 years old, are on a low income and live in Montgomery or Frederick counties. Trainees receive minimum wage while working at nonprofits and government agencies to build their skills and resumes while delivering valuable community services. The program is funded by a grant from the U.S. Department of Labor and in cooperation with The Center for Workforce Inclusion.

SCSEP participant Jan Brown started working when she was only 14. She altered men's clothing in a tailor shop. Work has always been important to her and something in which she takes great pride. She retired but said, "That didn't work for me." She came to SCSEP for help in getting back to work after having trouble finding a new job. She added, "People think because you have passed a certain age, you cannot do anything. Well, JCA has helped me cross that threshold." Jan credits JCA with helping her improve her computer skills, making her more marketable. She now works from home investigating employment discrimination. Jan stated, "I want my work to be me. I want me to be my work. I want my fingerprint on that work."



INFORMATION SERVICES

Staff and volunteers from the **State Health Insurance Assistance Program** (SHIP) of Montgomery County answered **1,833** calls and provided 26 Medicare educational presentations. They spent **2,678** hours counseling individuals and helped **354** clients save **\$235,732**. One client saved an incredible **\$71,730** through SHIP's free prescription drug analysis service.

The SHIP staff wrote articles on Medicare that were featured in the on-line *Your Health Magazine*. Topics included ways to save money and the importance of reviewing plans annually for open enrollment.

The **Rose Benté Lee Senior HelpLine** and **Steven M. Reich HomeCare Resource Center** responded to more than **320** inquiries from **287** people providing referrals for housing, caregiving, social programs, medical equipment and more. Greater than 10% of those inquiries related to the COVID-19 vaccine and 14% related to food insecurity. To assist with food insecurity for at-risk seniors, during the early part of the pandemic through the summer, we provided **618** meals to more than **300** seniors through our **Mitzvah Meals** program, delivering kosher meals to seniors in the area.

Ayuda local de Medicare! Condado de Montgomery, Maryland SHIP*

Gratis, consejería imparcial e información
en ahorro para el costo del Medicare

www.MedicareABCD.org
301-255-4250 | SHIP@AccessJCA.org

*Program de Asistencia Estatal para Seguro de Salud.



Jewish Council for the Aging
Helping All Seniors Thrive



Creado con aportes de la Administración de EE.UU. para la Vida Comunitaria
con participación del Estado de Maryland y el Condado de Montgomery



*SHIP reaches out to all
sectors of Montgomery
County, including the
Spanish-speaking community
for which this ad was created.*

INTERGENERATIONAL PROGRAMS

The pandemic truly rearranged everything at the JCA's **Heyman Interages Center**. With Montgomery County Public Schools closed to in-person classes, our staff and volunteers retooled and conducted **10** virtual school projects that served **475** students and **328** seniors. Interages continued its pen pal program with 100 students sending art cards and letters to isolated seniors.

JCA showed up in virtual Montgomery County Public School classrooms to tutor, lead online book discussion groups and participate in dialogues with high school students about current events. Youth volunteers also created a fascinating series of interviews by students of accomplished older adults in our area.

In November of 2020, Interages launched a pilot program. Seniors provided one-on-one tutoring through Thriving Germantown, a community-based organization designed to reduce the impact of poverty on families. **Seventeen** volunteers interacted with **21** students for a total of **1,154** hours.

Interages created a monthly newsletter filled with volunteer profiles, school updates and plenty of jokes that strove to keep volunteers engaged.

A student pen pal crocheted this sheep to send to her older adult pen pal after her pen pal recommended a song for her to listen to entitled "Sheep May Safely Graze."



AWARD WINNERS

JCA could never accomplish all the good we do without help. In 2020, we delighted in honoring two of our many heroes.



Avery Bliss received the **JCA Jacqueline Unger Community Service Award**. The sophomore at Seneca Valley High School speaks fluent French and plays on the volleyball team. When asked if she could help create videos for the Kensington Clubs, she rose to the challenge and soon edited and produced many videos for our isolated seniors to enjoy. She even added the right music to the videos, spending more than 100 hours honing her skills and creating fantastic videos for JCA. She plans to pursue film studies, and we see a bright future for her.

Our **Ruth Breslow-Young Staff Award of Excellence** was awarded to **Jodie Rasch**. A graduate of JCA's Career Gateway program, Jodie has been managing Career Gateway since November 2016. According to JCA's former Assistant CEO Micki Gordon, Jodie's personality was a perfect fit to recruit and register students to the program. Jodie has successfully recommended many Career Gateway graduates for employment at JCA. During the pandemic, Jodie transitioned the workshops from in person to virtual, including a class on the use of Zoom. She also heads a JCA mentoring program that continues to assist graduates as they go on to seek employment.



VOLUNTEER APPRECIATION

April is National Volunteer Month, and JCA used most of those 30 days to celebrate our volunteers. We featured them on our Facebook page and honored them during a special presentation April 20. Volunteers are the heart and soul of this organization.

All our volunteers deserve our thanks and admiration, including three young brothers who have volunteered for three years with Heyman Interages Center's SHARE and SHARE From A Distance programs and the many, many people who share their knowledge and interests with our Kensington Clubs members.

We also say thanks to Dhruv, a sixth grader who has been volunteering with JCA's Heyman Interages Center's book club since the fall of 2020. He told JCA he enjoys being part of the book club, because, "I like that we can engage in fun and stimulating discussions with seniors. This opportunity has helped me expand my intellectual horizon."

We particularly send our sincere thanks to:



- Charles E. Smith Jewish Day School 11th grader **Julia Peppe**, who received the **Exceptional Youth Volunteer Service Award** for her efforts supporting members of our Gorlitz Kensington Clubs;



- **Sharon Doner**, a volunteer with the Gorlitz Kensington Clubs, who received the Exceptional Adult Volunteer Award;
- **Shira Harrington Lotzar**, a volunteer with Career Gateway;
- And the **entire SHIP Part D** team.



**JCA Volunteers are
Love in Motion**

WE SAID GOODBYE



CEO David retired in January 2021 after 30 remarkable years of service.

During our 48th year, JCA said a tearful goodbye to our CEO of 30 years, David Gamse, who retired as 2020 drew to a close.

“I decided that I wanted to devote my life to helping people stay well and able as long as possible,” he told the *Washington Jewish Week*, and that is exactly what he did. He fought age discrimination and made sure seniors were never forgotten.

Montgomery County Council President Tom Hucker called Gamse “truly a pillar of our community and a force for good for decades.” County Executive Marc Elrich praised Gamse for his work on justice and seniors, noting, “You really do work to make the world a better place. You made Montgomery County a better place.”

We also said goodbye to Board member, Trustee and true supporter of all things JCA, Herb Mintz, who died February 27, 2021. Together with his wife, Bobbe, who served as a JCA Board president and remains active as a Board member and Trustee, Herb Mintz continually showed how much he cared.

Herb was a lawyer who loved to write both music and history. He cared greatly for both the clients JCA served and the people who work here.



Longtime supporter Herb Mintz passed away in February 2021. This photo is from the Productive Aging Dinner in 2018 when he and his wife Bobbe received the Humanitarian Award.

LAY LEADERS

EXECUTIVE COMMITTEE OF THE BOARD

with terms expiring at the
Annual Meeting of 2021

President Howard Gleckman
1st Vice Presidentw ... Jeffrey Lipson
2nd Vice President.... Herbert Mintz*
3rd Vice President.... Marion Kristal Goldberg
Secretary Ronna Borenstein-Levy
Assistant Secretary ... Nancy Fiedelman
Treasurer Scot Farrell
Assistant Treasurer.... Donald Silverstein
Parliamentarian..... Debra Liverpool
Members-at-Large.... Vivien Hsueh, Thomas West

EXECUTIVE COMMITTEE OF THE BOARD

with terms expiring at
the Annual Meeting on
September 30, 2022

President Howard Gleckman
First Vice President... Ronna Borenstein-Levy
Secretary Phyllis Coburn
Treasurer Scot Farrell
Assistant Treasurer.... Donald Silverstein

BOARD OF DIRECTORS

CLASS OF 2021 with
terms expiring at the
Annual Meeting of 2021

Marc Berman
Phyllis Coburn
Richard Galen
Jay Goldman

Judit Illes
Debra Korth
Kenneth Simonson**

CLASS OF 2022 with
terms expiring at the
Annual Meeting of 2022

Ira Bartfield
Marion Kristal Goldberg
Darryl Hill

Jacky Schultz***
John Shuchart
Vickie Witkin

CLASS OF 2023 with
terms expiring at the
Annual Meeting of 2023

Eli Aronoff***
Barbara Etkind
Lynn Friss Feinberg
Vivien Hsueh

Deborah Liverpool
Ronald Paul
Thomas West

CLASS OF 2024 with
terms expiring at the
Annual Meeting of 2024

Marc Berman
Jay Goldman
Kaarmin Ford***

Deborah Korth
Jeff Lipson
David Smith **

* Of blessed memory

** Presidential appointee

*** New member

TRUSTEES

Trustees with terms expiring at the Annual Meeting of 2022, all of whom also served as Trustees in 2021. Life Members of the Board also serve as Trustees as do Past Presidents, except for the two most recent Past Presidents, who serve as voting members of the board.

Fredric Cantor	Karen Keats	Susan Berla Perry
Sherman Cohn	Neal Kursban	Stephen Rockower
Edward Cooper	Gerald Levine	Marvin Rosenberg
Susan Finkelstein	Adrienne Mandel	Linda Rosenzweig
Lorna Forde	Donna Phillips Mason	Rabbi Matthew Simon
Irwin Goldbloom	Susan Miller	
Barry Hartzber	Maricé Morales	

PAST PRESIDENTS

George Hurwitz*, 1973-1975	Sally M. Herman, 1996-1998
Julius Sankin*, 1975-1978	Judith S. Ball, 1998-2000
Rosalie B. Gerber*, 1978-1980	Michael Goldberg, 2000-2002
Saul I. Stern*, 1980-1982	Elaine Kotell Binder, 2002-2004
Sidney Z. Mensh*, 1982-1984	Richard Dine, 2004-2006
Samuel J. Gorlitz*, 1984-1986	Ed Bonder, 2006-2008
William Goldwater*, 1986-1988	Linda Kaplan, 2008-2010
Irvin "Bud" Lavine*, 1988-1990	Barbara "Bobbe" Mintz, 2010-2012
Lawrence L. Levin, 1990	Samuel G. Kaplan, 2012-2014
Stella M. Bernstein*, 1990-1992	Sheldon Grosberg*, 2014-2016
Sylvia Raphael, 1992-1994	Natalie Cantor, 2016-2018
Win Greenwald*, 1994-1996	Norman Goldstein, 2018-2020

LIFE MEMBERS OF THE BOARD

Wayne Berman	Laurence Levitan	Jimmie Shapiro
Sidney Kramer	Laurel Barron	Kenneth Simonson
Bess B. Lavine	Mendelsohn	Kathleen Wiseman
Edward R. Levin	Irma Poretsky	

EXECUTIVE DIRECTORS EMERITI

Ruth Breslow-Young*	David Gamse
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KEY VOLUNTEER ADVISORS

Bylaws & Ethics Counsel: Marion Kristal Goldberg, Goldberg & Goldberg, PLLC, Wash., D.C.

General Counsel: Kenneth Jacob, Arent Fox, LLP, Wash., D.C.

Medical Director: Susan Miller, M.D., Bethesda, Md.

Owner's Representative and Construction Manager, Ann I. Bronfman Center:

Terry Korth, The Korth Companies, Inc., Gaithersburg, Md.

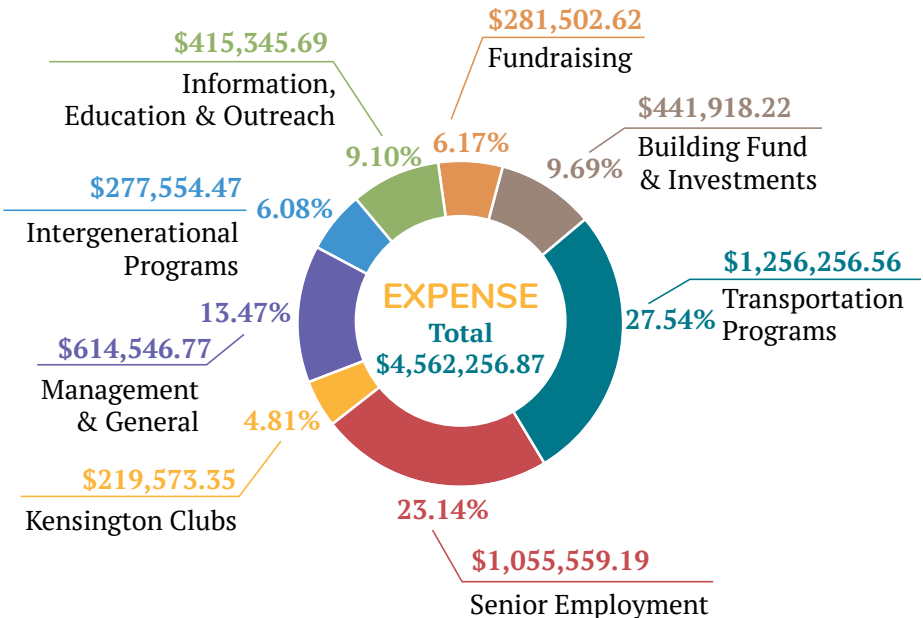
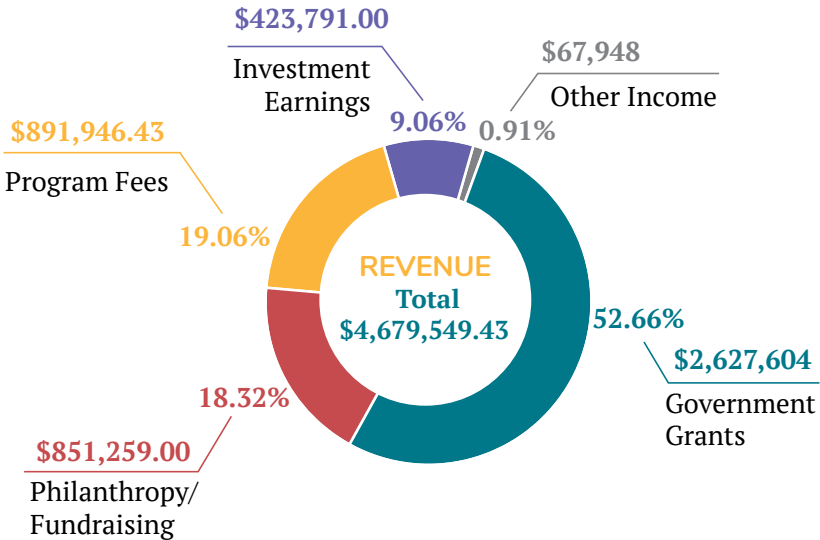
Personnel policies counsel: Edward R. Levin, Saul Ewing Arnstein & Lehr, LLP, Wash., D.C.

Retirement plan counsel: Linda Rosenzweig, Keightly & Ashner LLP, Wash., D.C.

**of blessed memory*

FINANCIAL HIGHLIGHTS

of Fiscal Year 2021, from July 1, 2020 through June 30, 2021*



*These data are preliminary estimates and are unaudited. See our audited financial statements for a full accounting presented according to Generally Accepted Accounting Principles.



JEWISH COUNCIL FOR THE AGING OF GREATER WASHINGTON

12320 Parklawn Drive
Rockville, MD 20852

accessjca.org

information@accessJCA.org

Main Number: 301-255-4200

Senior HelpLine: 240-290-3311

Partner Agency of
The Jewish Federation
OF GREATER WASHINGTON



PROUD MEMBER OF
United Way
United Way
of the National Capital Area



CREATE A
JEWISH
LEGACY

2021 Top-Rated Awards



Established Federal Campaigns
Approved Charity