



ANNUAL REPORT 2024

MAKING AN IMPACT

ONE PERSON AT A TIME



LETTER FROM THE PRESIDENT

JCA has proudly served the community for more than half a century, with the goal of making the National Capital Region a great place for all to age with dignity, independence, and vitality. JCA provides programs and services that support older adults and their families of all faiths and backgrounds and builds bridges across generations.

It has been my privilege to serve as President of JCA's Board of Directors for the past two years. As I conclude my term, one maxim has become abundantly clear to me: it takes a village of talented and dedicated individuals, working tirelessly day after day, to sustain JCA's continued success. As I conclude my term of office, I want to recognize these people.

More than 50 highly skilled team members and hundreds of volunteers make it possible for JCA to serve older adults with a wide range of needs. Some are struggling physically, emotionally, and financially and turn to JCA to identify services that can assist them. Others are seeking connections and engagement through employment, volunteering, and other pathways that will lead them to purposeful activities.

A very important group of volunteers is JCA's Board of Directors – 21 members of the community who guide the organization in the areas of finance, governance, strategy, programming, and fundraising. Their visionary leadership is integral to our success.

Importantly, our sustainability for more than 50 years has been made possible through the generous philanthropic contributions of our donors. Their vital support is greatly appreciated and will become increasingly important as the number of older adults continues to grow in the coming years.

Our elected officials are to be applauded for anticipating this rapid change in demographics. In Montgomery County alone, the number of residents age 65 and older

is expected to double in the next 20 years. That is why County Executive Marc Elrich is a strong advocate for older adults and agencies such as JCA. And this year, Maryland Governor Wes Moore established the Longevity Ready Maryland Initiative, noting that "Maryland's demographic trends provide an opportunity to embrace the potential of older adults and become an aging-friendly and longevity-ready state, where Marylanders can age with dignity and independence."

JCA will continue to benefit from the talents and energy that so many people, both individually and collectively, bring to the important senior-focused programs and services we provide. Thank you for your efforts. Chazak Chazak v'nitchazeik. May we go from strength to strength.

Best regards,



Ronna Borenstein-Levy
Board President



MESSAGE FROM THE CEO

Dear Friends of JCA,

As we celebrate 51 years of service, JCA's mission to be a trusted provider of services to support older adults and their families and build connections across generations has never been more critical. Over the last four years, the number of people directly benefiting from JCA's services increased by 87%.

The COVID-19 pandemic challenged JCA to innovate and implement new ways to serve older adults. Under the leadership of CEO Emeritus, David Gamse, JCA's staff quickly re-designed and adapted their programs to serve people virtually. Career Gateway classes moved to Zoom, as did 50+ Employment Expos, Interages mentoring and tutoring of Montgomery County Public School students, Kensington Clubs sessions, and other JCA services. Many JCA services continue to be offered virtually, at least in part, to this day. As the pandemic waned, more and more in-person services and meaningful volunteer opportunities resumed.

In the past year, Kensington Clubs expanded sessions for persons with early-stage memory loss in White Oak and Germantown, and the number of people helped grew 36% from the prior year. JCA's 50+ Employment Expos joined with Howard County's Department of Aging to offer the first Howard County employment expo for older adults with 630 registrants and more than a dozen employers. Calls for information and referrals to the JCA Senior HelpLine increased by 37% from the prior year and participants in JCA's employment

programs for older adults increased by 47%. JCA's outstanding services continue to foster independence, build social connections, and help older adults thrive and age in place.

During JCA's 2021 fiscal year in the early part of the pandemic, we served 4,908 people. This past year that number reached 9,193. We anticipate we will continue to see increasing demand for JCA's services this year and in the years to come.

Of course, JCA's work would not be possible without the contributions of our outstanding volunteer Board of Directors, our professional staff, the hundreds of volunteers who give freely of their time and expertise, and our community of generous donors who provide the resources we need to make a powerful impact. I am grateful to you for your contributions to sustain and grow our vital work.



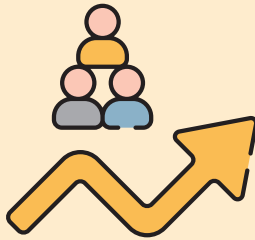
Shane Rock
Chief Executive Officer



MISSION

JCA provides programs and services to support older adults and their families and builds bridges across generations.

JCA BY THE NUMBERS 2023 – 2024



9,193
people served.
A **26% increase**
over last Fiscal Year.



109 people
with an early-stage memory loss
diagnosis and their care partners
participated at our three Samuel
J. Gortitz Kensington Clubs
in Rockville, White Oak, and
Germantown



Heyman Interages
Center® volunteers
mentored 1,583
students in **19**
public schools



2,640 People attended **10**
virtual 50+ Employment Expos,
including our first ever in Howard
County, provided in partnership with
Howard County Office on Aging
and Independence.



SeniorHelpline
responded to
461 calls,
a **37% increase**
from last Fiscal Year

121

jobseekers
attended Career
Gateway sessions



3 art shows featuring
works by Kensington Clubs
members, including **2**
with the intergenerational
Opening Minds Through
Art program



Mobility Management
Programs helped
2,289 clients
find transportation

FEELING REJUVENATED THANKS TO NEW INTERGENERATIONAL PROGRAM



The Heyman Interages Center® started a new program this year. **FRUIT – Feeling Rejuvenated Using Intergenerational Techniques** – joins older adults and high school students for exercising, moving, and connecting.

The students and JCA adult volunteers met weekly to bond and create dances and movement phrases in a safe, supportive, and inclusive space. The students made meaningful connections with older adults, helping them to understand aging is a natural part of life, and can be filled with positive experiences. The students came away with a broader perspective of older adults, as well as of people who are not in their own social and cultural groups

The adult Interages volunteers were invigorated, engaged, and energized. They recollected happy memories of both their own childhood and time spent raising their children. As with other Interages programs, the older adults had the opportunity to pass along their wisdom and experience to the next generation, giving them a sense of purpose.

HEYMAN INTERAGES CENTER BY THE NUMBERS



201
students
volunteered
535 hours



234
volunteers aged
50 years and older
volunteered a total of
4,530 hours

64 schools
were involved in
service learning

168
older adults
were served

JOBSEEKERS HONE SKILLS, FEEL WANTED

JCA's Senior Community Service Employment Program (SCSEP) continued to assist jobseekers in improving the technical skills they need in today's job market.

This year, thanks to a partnership with Catholic Charities, we added English as a Second Language classes. Participants received 12 weeks of Saturday classes designed to improve their writing and speaking skills.

Several of JCA's SCSEP jobseekers are happily employed at Interfaith Works Clothing Center and Food Pantry in Rockville. They work four days a week for five hours each day sorting and stocking the shelves and racks of donated food and clothing.

Mark is thrilled to have a job where he receives services such as free dental care. "That means a lot to me." He shared he is pleased to be needed once again, because the year he couldn't work after his heart attack "was one of my worst years ever."

Luis does more at Interfaith Works than just placing donated clothes on hangers. He keeps busy, has something to look forward to, and learns customer service skills. "They gave me the chance. I have gratitude," he said of the SCSEP program.



“They gave me the chance. I have gratitude.”
– Luis about the SCSEP program

SCSEP BY THE NUMBERS



201 people participated in trainings

47 job seekers found meaningful work



TRANSPORTATION DELIVERS

More older adults are comfortably getting to appointments and social activities on public transportation thanks to JCA's Travel Training workshops. The workshops are coordinated with the Montgomery County Senior Centers and Recreation Centers and often are held at senior residence facilities.

Each session includes a classroom presentation, a Ride On bus trip to the Metro and a ride on the Metro. Participants receive a Senior SmarTrip Card or a regular SmarTrip card based on their age and learn how to load money onto their cards. Sixty-one older adults joined one of the six workshops, which are limited to no more than 15 people to provide participants with a safe, individualized experience.

One participant was thrilled by the way the class simplified what she considered intimidating transit challenges. She now rides the Metro to her meet-ups. "I realize it's good to be old in this county. I've got my freedom to go places, and I don't have to be cooped up in my house." She told the Travel Training staff, "There's the bus and Metro. I'm free."



INFORMATION SERVICES BY THE NUMBERS

Senior Helpline responded to **466** inquiries

VillageRides partnered with 12 organizations in Montgomery County and four in Prince George's County providing volunteer driver services.

523 seniors received **5,994** one-way rides from **231** volunteer drivers across our **16** partners.

Escorted Transportation provided **775** rides for **145** clients

Connect-A-Ride responded to **1,621** calls

Certified counselors from JCA's State Health Insurance Assistant Program (SHIP) assisted **1,679** Medicare beneficiaries

KENSINGTON CLUBS CELEBRATE ITS SWEET SIXTEEN

Since 2008, the Samuel J. Gorlitz Kensington Clubs have served older adults with a diagnosis of early-stage memory loss.

As the clubs have seen an increasing number of people diagnosed with Young Onset Dementia (YOD), JCA started the Keshher Cafe, a meeting space for people with YOD and their care partners. Keshher is a Hebrew word for “connection” an essential pillar of the program. Keshher Café is the first free YOD Social Engagement Group in Montgomery County.

The group meets monthly for socialization and support. Participants are broken into two groups, one for people living with a diagnosis and the other for their care partners. Participants enjoyed paint and sip, art therapy, gardening, folk music sessions and a barbeque.

“My husband feels he is more active socially and likes meeting others who have young onset dementia. He likes the group, and it is nice for us to do something together in a place where he feels comfortable. It’s almost like a small party for him that is at his level and not too overwhelming.” — Keshher Café Care Partner



KENSINGTON CLUBS BY THE NUMBERS



Delivered **579**
Loaves of Love to
isolated seniors

Went on **35**
outings to
nature centers
and for meals

Held **31**
care partner
groups

FY24 AWARD WINNERS

JCA could never accomplish all we do without help. We are excited to have honored three outstanding people for their contributions to our work.

Ruth Breslow-Young Staff Award of Excellence

Jack Berezny, Controller, has provided extraordinary service during his nearly 14 years at JCA. He has quietly, calmly, and deftly managed a wide assortment of ever changing and challenging financial tasks every day. Staff who nominated Jack said of him, “In my humble opinion, Jack is the epitome of harmony in the JCA culture.”



“In my humble opinion, Jack is the epitome of harmony in the JCA culture.”

David Gamse Humanitarian Award

Dr. Odile Brunetto was an outstanding partner to nonprofits serving older adults and people with disabilities as Chief of Aging and Disability Services in Montgomery County. Her passion, advocacy, and wisdom were guiding lights for others to follow. She began her career with Montgomery County Government in 1988 as its first coordinator for services for persons who are homeless.

Over the years, she served the community in multiple positions. She worked with others to incorporate the local implementation of the Americans with Disabilities Act that was passed in 1990 and the implementation of the WHO/AARP Age Friendly Initiative.



“Do More of What Makes You Happy.”

The Jacqueline Unger Community Service Award

Sheldon Lehner began volunteering with the Samuel J. Gorkitz Kensington Clubs in 2021 with *Terrific Tunes with Sheldon* on Zoom. He was an instant hit with the members, completely lifting their spirits during a lonely and isolating time.

When KC returned to meeting in-person, Sheldon came to KC@Parklawn with his PowerPoint presentations and recordings. He also has donated a karaoke machine, many books, records, and a full Bingo set.

When he goes on vacation, he takes movies and photos and turns them into presentations for his “friends” at KC. He has learned to adapt his presentations for people living with dementia, whom he has become familiar with, joining the KC staff in providing person-centered care. His motto is, “Do More of What Makes You Happy.”



IN MEMORIAM

JCA couldn't have come this far and helped so many older adults on their aging journey without the guidance and love of two very special people, who passed away during our 51st year.



Austin Heyman had the insight to see the importance of bringing the generations together and in 1986 he founded Interages, serving as its executive director until 1997. At its inception, Interages was the intergenerational program of the Montgomery County Department of Health and Human Services and the Board of Education.

Through his years at the helm, Interages placed more than 150 adults in more than 35 childcare centers as part of Grandcare. His Intergenerational Bridges mentoring project focuses on impoverished, at-risk immigrant children. This program was named the Mentoring Program of The Year by Maryland's governor in 1997. The Points of Light Foundation recognized Bridges as a "Daily Point of Light" in 2000.

Through the years, Interages continued to create intergenerational programs including: the Family, the Courts, and the Constitution; Shared Rights; Dialogues Across the Ages; Televisit, Self-Esteem Through Service; Newcomers; Grandcrafters; Project SHARE; and Global Wizards. His caring hands remain in all the great work at Heyman Interages Center.

Long before there was a JCA, **Ruth Breslow-Young** was determined to make the Greater Washington Area a safer and more caring place for older adults. As a social worker at the Jewish Social Service Agency (JSSA), Ruth had met scores of people in their 70s, 80s, and older who were isolated, lonely, and fearful. Her heart went out to them, and she was determined to create positive change.

In 1971, when the United Jewish Appeal of Greater Washington (the predecessor of today's Jewish Federation) offered to fund a community study on aging, Ruth jumped at the chance to lead it. The findings were eye-opening, and they confirmed older adults urgently needed safe and affordable local transportation,



reliable information and referrals, and a wide range of other services, too. Ruth knew these findings couldn't be ignored. She rallied a passionate group of volunteers who used the data to advocate for essential programs and to advocate for the UJA to create an agency dedicated to aging issues.

With a \$67,000 grant from UJA, Ruth helped to establish the Jewish Council for the Aging of Greater Washington on July 24, 1973, and the newly minted JCA board hired her as the organization's first executive director. She served with distinction from 1973 to 1990.

Ruth's legacy endures as JCA continues its essential work. Her memory also lives through the Ruth Breslow-Young Endowment Fund for Staff Training and Development. The fund supports the dedicated staff who carry on Ruth's vision, ensuring all seniors thrive.

FY24 LAY LEADERS

EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS

President: Ronna Borenstein-Levy

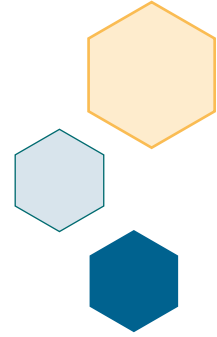
Vice President: Jacky Schultz

Secretary: Phyllis Coburn

Treasurer: Donald Silverstein

Assistant Treasurer: Barry Hartzberg

Chief Executive Officer: Shane Rock



BOARD MEMBERS

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Howard Gleckman	John Shuchart
Jay Goldman	Lori Simon-Rusinowitz
Barry Hartzberg	David Smith
Vivian Hsueh	Robyn Stone
Nancy Kaplan	Vickie Witkin

VOLUNTEER ADVISORS

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

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

Owner's Representative and Construction Manager, Ann L. 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.

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Irwin Goldbloom	Stephen Rockower
Barry Hartzberg	Marvin Rosenberg
Karen Keats	Linda Rosenzweig
Neal Kursban	Rabbi Matthew Simon
Gerald Levine	

LIFE MEMBERS OF THE BOARD

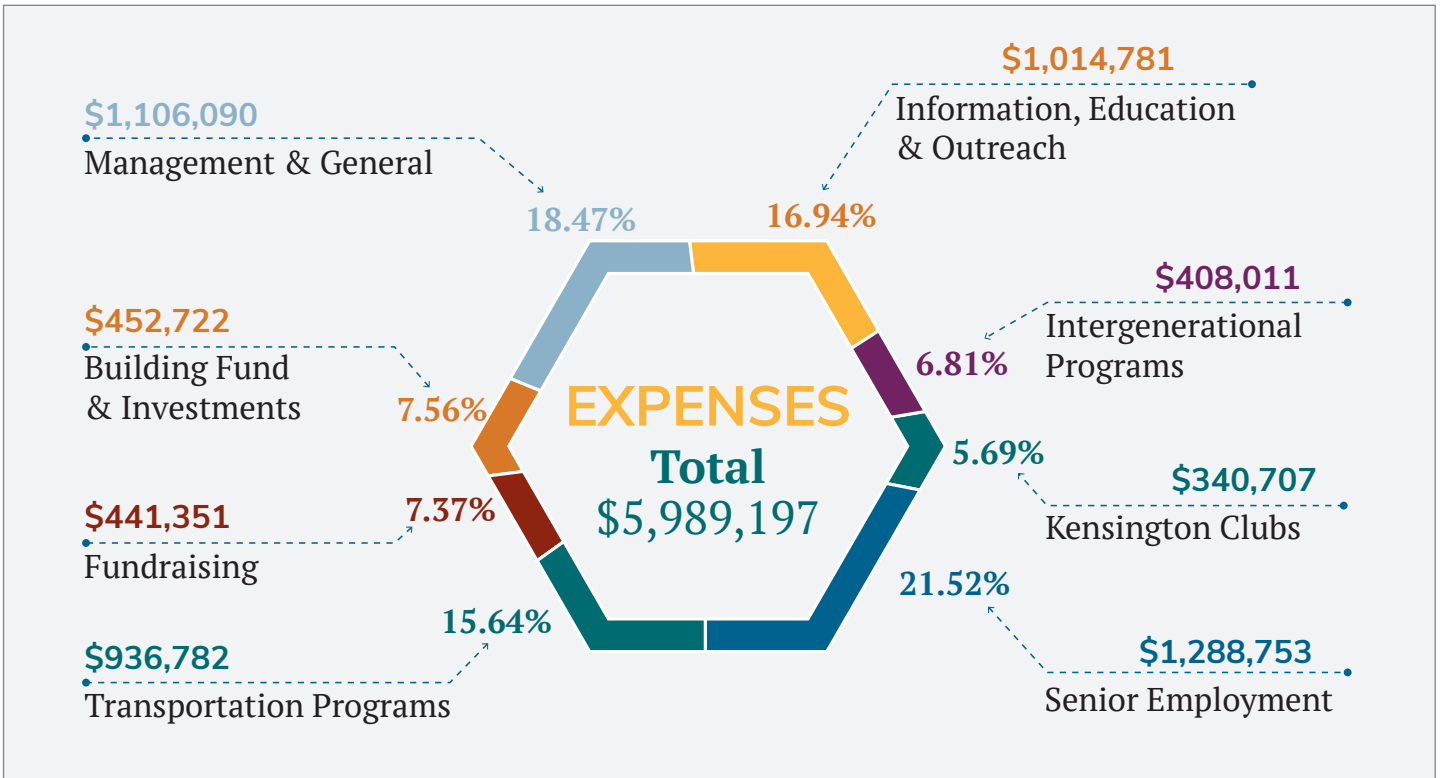
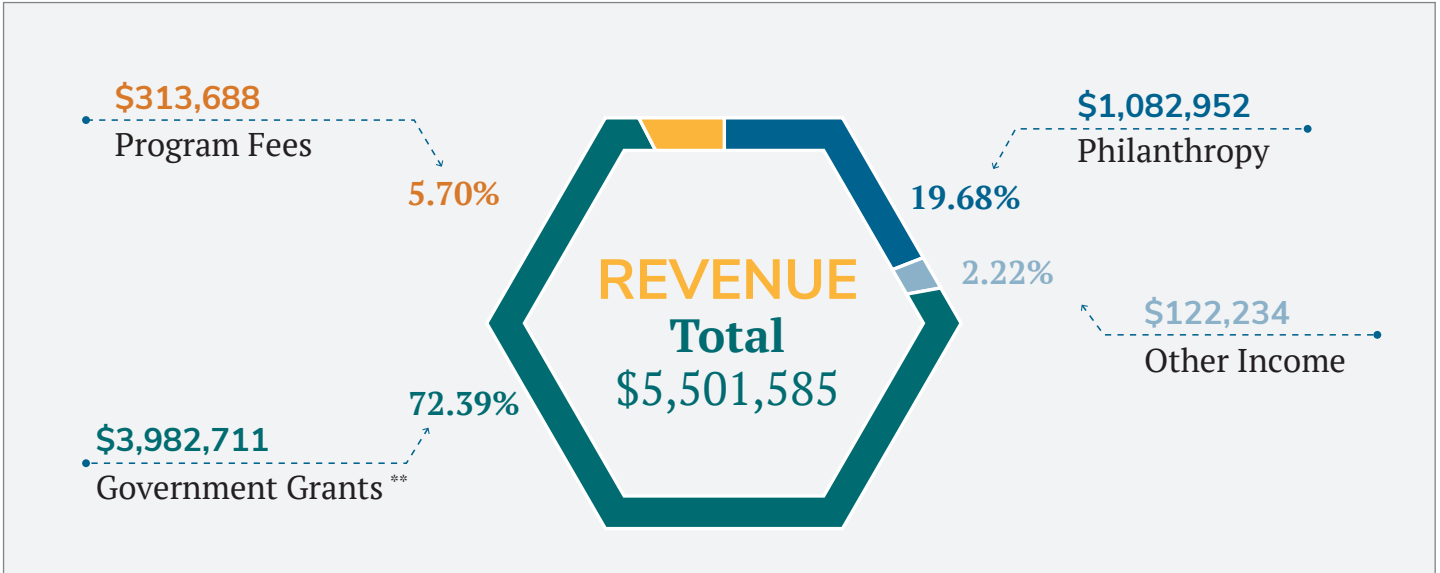
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Laurence Levitan
Laurel Barron Mendelsohn
Irma Poretsky
Kenneth Simonson
Kathleen Wiseman

**of blessed memory*



FINANCIAL HIGHLIGHTS

Financial Highlights of Fiscal Year 2024 (July 1, 2023 to June 30, 2024*)



* These data are preliminary estimates and are unaudited. See our audited statements for a full accounting presented according to Generally Accepted Accounting Principles. Email info@AccessJCA.org for a copy.

✓ JCA continues to expand its reach in the community. We published four Senior Resources Guide inserts in the *Washington Jewish Week*.

✓ The Kensington Clubs Facebook group has 144 members.

✓ Our monthly newsletter is read by nearly 4,000 people.

✓ We publish about six blog posts each month written by a variety of experts on the issues and needs of the older adult community.

✓ Our Facebook page has 6,800 followers.



JCA builds caring connections, empowers independence, and offers solutions to help older adults, their families, and the wider community thrive.



JEWISH COUNCIL FOR THE AGING OF GREATER WASHINGTON

Main number: 301-255-4200 | Senior Helpline: 240-290-3311 | Va. Senior Helpline: 703-652-1515
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