

Welcome to Possibility...

A N N U A L
R E P O R T
2008 - 2009



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2008-2009

Mission

The mission of Jewish Family Services is to provide supportive services that strengthen families, children and individuals throughout the life cycle within the context of their unique needs and traditions.

Vision

Jewish Family Services will be the recognized resource for high quality services that enhance the lives of all we serve. We will enable our clients to adapt to change, reach their maximum potential and lead fulfilled lives.

Values

How we accomplish our mission is as important as the mission itself. In everything we do, we will always be guided by Jewish values of Chesed (loving kindness) and Tzedekah (righteousness, justice) which have required us to care for those among us in need, not as a burden but as a mitzvah (obligation).

WELCOME TO POSSIBILITY A Message from Leadership

All year we read about financial stresses facing non-profit organizations. JFS was not immune. Our Board of Directors made difficult decisions and our staff made personal sacrifices to enable us to keep our promises to our clients and fulfill our mission. Last year, we served almost 3,000 clients through our major programs of clinical and counseling, exceptional needs and older adult services.

The result was that JFS ended the year with close to a balanced budget. We can move ahead with initiatives to expand life's possibilities for current and new JFS clients. Some really wonderful things are happening:

- Ground breaking took place in July 2009 for **Deerwood Crossing** which will open in July 2010. We are fortunate to have secured a tax credit investor and construction lender this year, which has propelled this project forward. This unique "age in place" affordable housing complex will offer independent living and a range of care levels in an exciting and modern 66-unit apartment building.

- We are refurbishing Habush House with upgraded electrical systems, new furnaces and new landscaping.

- Progress also is being made toward finding transitional housing alternatives for participants in our Young Adults Independence Project (YAIP). We now expect that our partnerships with Homes for Independent Living and Movin' Out, Inc. will make a number of affordable housing options, with appropriate staffing support, available to our consumers within nine to twelve months.

- More than 350 people attended our spring community-wide conference on depression and suicide. The conference will lead to further enhanced community programming and additional training for our clinical staff, enabling us to reach out and reduce barriers for people in need of services.

- Our Keshet program ended the year with a balanced budget for first time in five years.

- We began planning to provide counseling services at two charter schools in Milwaukee and received funding to do a pilot study of counseling needs of at-risk children and their parents in 15 additional charter schools.

- The Board completed a Succession Planning document to guide the agency in case of emergency or planned retirements and departures.

The many letters and calls we receive from clients and their families are testament to the effectiveness and compassion of our staff. We want to thank the Board, our donors and our staff for their dedication to the mission of this agency and to turning possibility into reality for so many of our clients.



Sylvan Leabman
President/CEO



Nathan Fishbach
Chair, Board of Directors

Exceptional Needs

Welcome to Possibility, Welcome to Keshet

With the birth of every baby comes wonder and excitement at all the possibilities that lie ahead. For parents of a child who has learning disabilities, wonder and excitement often give way to uncertainty about what the possibilities will be for their child.

Keshet expands the possibilities for children with diverse abilities, linking them to a whole range of services to help them reach their potential. Keshet, Hebrew for “rainbow,” guides families toward their children’s “pot of gold.” Its staff collaborates with a variety of organizations and skilled professionals within the Jewish educational, social and cultural community.

Deborah Gollin credits the program with enabling her 11-year-old grandson to learn, grow and flourish.

Unconventional customized approach

A.J. was born prematurely and weighed less than two pounds. He survived a rocky beginning, but over the years A.J. has been diagnosed with a variety of conditions that have made learning a challenge for him, sometimes a frustrating one.

When A.J. was finishing pre-school, the Gollins searched for a kindergarten that would be able to support A.J.’s learning needs. They learned about Keshet and the resources the program provides for children like their grandson. Having taught first grade for 10 years, Deborah was well aware that every child has

a different learning style. Keshet Director Jody Margolis and her staff of highly qualified professionals specialize in identifying and supporting each child’s individual learning style.

“What we provide is an individualized educational program that is tailor made for each student,” explains Jody. “We work closely with teachers, family members and other support services for the benefit of the total child.”

A.J. receives individualized instruction combined with support in the mainstream classroom, and Keshet’s services take much of the frustration out of learning. With Keshet’s help, A.J. is learning strategies that help him be successful academically and socially. A.J.’s family receives daily reports on his progress, along with recommendations, involving the whole family in helping him develop his skills.

“Keshet is a necessity. These are the children of the future. We are blessed to be able to help them receive a Jewish education.”

~Marilyn & Marvin Zetley

School is just one “color” in his Keshet rainbow. His Bar Mitzvah is not too far in the future, and Keshet will help A.J. with his preparation for the big event. He has developed the confidence to make new friends and try new activities like tennis, ice skating and kickball. He loves Harry Potter and Harry Houdini, wields a mean “Star Wars” light saber, takes golf lessons, and participates in First Stage Milwaukee’s children’s theater program.

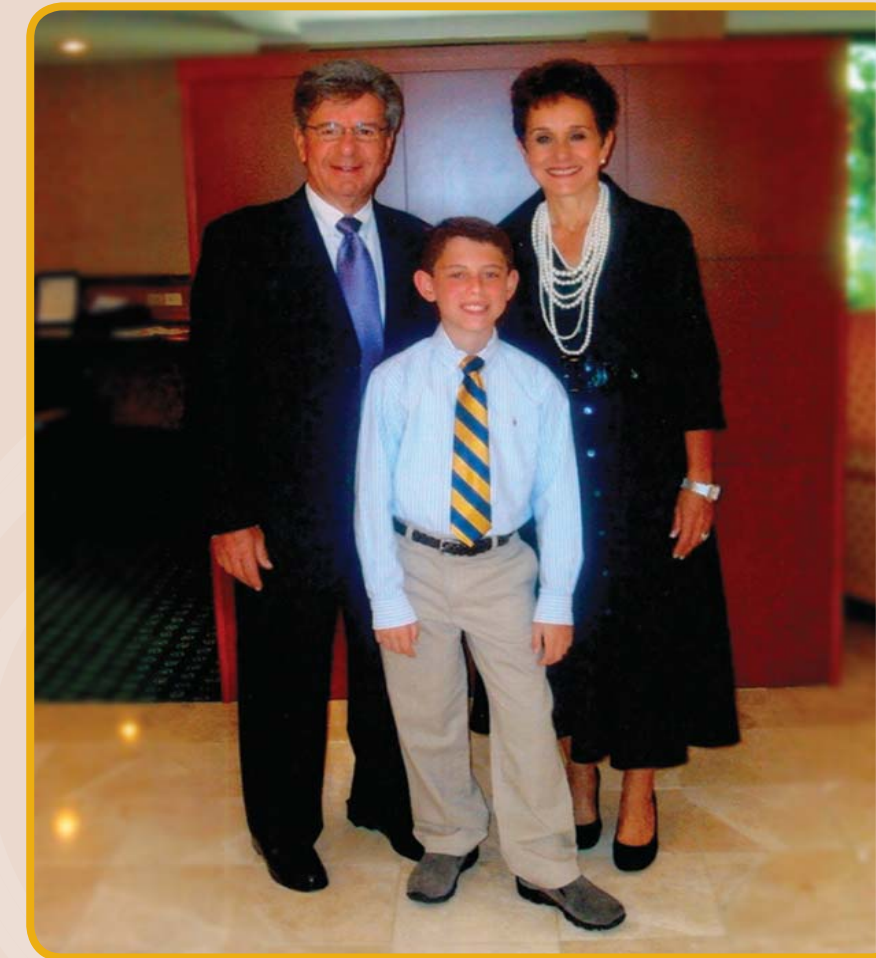
Deborah proudly reports that A.J.’s teachers describe him as a “mensch-y” kid. She firmly believes that A.J. is outperforming original academic expectations and without Keshet he would be a different kid with a different future.

“Honestly, I don’t know where A.J. would be without Keshet. I wish we would have found it earlier,” Deborah says. “Without Keshet, A.J. would have slipped through the cracks. Every single recommendation Keshet has made has led us in the right direction. The positive reinforcement and support from Keshet teachers and staff have increased A.J.’s self-esteem and self-confidence. Keshet is all about making A.J. the most successful he can be in every part of his life.”

Every child deserves a rainbow

Keshet reaches out to families with kids as young as two or three years old through its preschool support program. For most children, the program’s services are available through the eighth grade and to help students make the crucial transition to high school. The highly visible JFS program also engages in community advocacy for educational programming.

Keshet helps turn challenge into possibility.



(l-r) James Gollin, A.J. , Deborah Gollin

Older Adult Services

Welcome to Possibility, Welcome to Deerwood Crossing

“When it comes to housing, moderate-income older adults have fallen between the cracks,” says Gina Botshtein, JFS Vice President of Older Adult Services.

Affluent seniors have almost endless possibilities; those at the other end of the income scale have more limited options. But if a 55-plus couple with a modest income has one partner who is in good health and another who requires assistance, an ideal living situation may be all but impossible to find.

That is about to change with the opening of Deerwood Crossing in July, 2010.

Identifying the need

A couple was unable to find a place where he could get medical help while she could live independently. An insulin-dependent man had to enter a nursing home simply because he couldn't handle a syringe. A woman was forced into a nursing home prematurely by her dwindling funds. These are the situations JFS staff heard about from their clients and from others in the community. These were the kind of people who needed a place like Deerwood Crossing.

Deerwood Crossing has been three years in the planning. JFS needed to determine if anecdotal information would be supported by hard data. The agency sent more than 850 surveys to seniors age 70 and above and to sandwich generation

members between the ages of 45-65. Even Gina was surprised by the astounding 28% response rate – five times higher than the normal return rate. More than 50 percent of seniors and 79 percent of adult children responded that there was a need for an affordable retirement community with assisted living services.

Gina says, “I don't think we understood how great the need was. Our waiting list grew quickly to over 100 names in just one year, and is still growing.”

Imagine the possibilities. A market analysis, exploration of possible sites and search for funding took time and persistence. Thanks to a \$10.4 million tax credit award from the Wisconsin Housing and Economic Development Authority (WHEDA) and a \$750,000 gift from the Daniel M. Soref Charitable Trust, the project's financing package closed on June 10, 2009. Ground was broken in July 2009.

“The Daniel M. Soref Charitable Trust is pleased to provide major financial support for Deerwood Crossing. This new facility allows JFS to expand the services it provides to older adults in the Milwaukee area, providing needed services to help these older adults age in a place with dignity.”

~Audrey & Burt Strnad

Deerwood Crossing opens summer of 2010

Just one year later, the new 66-unit apartment complex will open its doors at 4195 West Bradley Road in Brown Deer. Deerwood Crossing will offer studio, one-bedroom and two-bedroom units to individuals 55 or older and adult couples, including senior living with an adult child. Applicants must have an income of less than 60 percent of the Milwaukee County median income, though they need not be county residents to apply. Apart from age and income, the only requirement is that residents be capable of making sound decisions on their own.

The spacious three-story complex will feature underground parking, dining room, party room, café and juice bar, library and computer lab, exercise room, game room, and a playground for visiting children. Each apartment will have a full kitchen, air conditioning and energy efficient appliances; many will have a washer and dryer. Deerwood Crossing is one block from a bus line, next to a bank and minutes from dozens of stores and restaurants.

On the a la carte menu of services will be personal assistance including medication administration, weekly linen and housekeeping services and chef-prepared meals. Trained staff will be on hand 24 hours a day.

Deerwood Crossing will provide comfortable and affordable housing for a segment of the community that has been overlooked for too long. Possibility will become reality.

For more information or to be added to the waiting list, please call 414-390-5800.



Counseling & Clinical Services

Welcome to Possibility,
Welcome to JFS Counseling & Clinical Services

Different ages and different stages: each has unique challenges under the best circumstances. When circumstances take a negative turn, the struggle can become too much to handle.

JFS offers a comprehensive range of counseling and outpatient psychotherapy services. Our clinicians, psychologists and psychiatrists are qualified to assess and treat emotional problems ranging from common issues of adjustment to severe behavioral difficulties. Our clinic is licensed by the state of Wisconsin and accredited by the Council on Accreditation.

“This is a hidden gem in the community,” says Jim Welsh, JFS’ new Vice President of Clinical and Case Management Services. “We have so many services people don’t know about.”

Confidential services for all ages

Children’s behavioral issues are sometimes the result of things outside of a child’s control, like divorce. JFS’ innovative *Kids in the Middle® program works with children of divorce or separation and their families. Reaching out to kids as young as three-and-a-half, Kids in the Middle offers discussion groups, therapeutic games, art therapy and other approaches to help children cope with their challenging situation. The program works with divorcing or separating parents to help them understand what their children need.

*JFS is a licensed provider of Kids in the Middle®, Inc.
121 W. Monroe Ave, St. Louis, MO 63122

At the other end of the age spectrum, some of JFS’ 14 skilled clinicians specialize in emotional issues affecting the elderly, such as serious illness, loss of independence or the passing of a beloved spouse. The very idea of counseling is uncomfortable to many older adults; JFS clinicians offer respectful, sensitive support at times of need.

Referrals for counseling come from physicians, schools and other agencies, but individuals and families can contact JFS directly for an appointment.

Sliding scale makes help affordable

JFS is one of the few providers left in Milwaukee County that offers a sliding fee scale. With many insurers putting stringent

“Kids in the Middle provides a place where children of all ages can express their anger, fear and confusion over their parents’ divorce. Being with others their same age, they are comforted in knowing that they are not alone in what they are feeling. I am proud to support this program which helps children learn to cope with their emotions.”

~Suzy Ettinger

limits on mental-health services, JFS offers fee reductions based on income, so no one is turned away.

“We are a safety net, and that safety net has never been needed more,” Jim says.

Reaching out to the underserved

Though JFS clinicians primarily help with individual, couple and family counseling, Jim sees a role for the division in addressing wider social issues.

JFS collaborated with COA Youth & Family Center in Milwaukee’s inner city to help children traumatized by gun violence by providing an art therapy program using digital cameras.

The agency also is working to reach out to adult males involved with domestic violence and abuse. These men are less likely to seek counseling and therapy than women, but their role in a healthy family dynamic is a crucial one. JFS is trying to go where these clients are to reach this important group.

Life is challenging, society is complex, and sometimes it all seems more than a little overwhelming. At those times, JFS’ counseling & clinical services are here to guide the way to brighter possibilities.



“Laura” already had a hard time getting around; for years, impaired mobility and diabetes made life a real challenge. When she was stricken with adult-onset blindness, a fulfilling, “normal life” became an even more remote possibility. Small daily tasks caused anxiety. Venturing out tested her waning self-confidence.

She really needed a friend. She found her friend through the JFS Friendly Visitor program.

Not your usual volunteer

Stacy Trinastic is not your typical JFS volunteer. She’s a 30-year-old graduate student who grew up in Greenfield. She’s a self-proclaimed “gear-head” who helped her dad rebuild a ’69 Chevy. Three years ago, Stacy returned to college to finish her Bachelor’s degree, working to pay her way through school.

“It was time to become a grownup,” she says, and becoming a community volunteer was an important part of that process. She learned that from her parents, Linda and Robert, whose volunteer efforts ranged from political fundraising to little league coaching.

“Volunteering is just what you do in my family,” she explains. “It’s a way to give something back. I looked at my life, and I may not drive a Mercedes, but I have a lot.”

Stacy has a lot of everything – except time. She is pursuing a Master’s degree in psychology and will go on for a doctorate in Behavioral Neuroscience in the field of drug addiction. She continues to work her way through school. She’s a fitness buff, hoping to take on a triathlon. Stacy is also active in Mortar Board, Phi Kappa Phi and Psi Chi honor societies.

She is outgoing, upbeat, and proud of her independence, self-confidence and ability to get things done. That includes volunteering. Her online search of Milwaukee service organizations introduced her to Jewish Family Services.

“I liked what JFS had to offer,” she says. “As a JFS Friendly Visitor I can help instill some of my confidence and independent spirit into the life of a disabled client.”

“JFS was very generous to me and I never forgot how warm and wonderful JFS was to our family. I always wanted to give something back to the agency. I know there are people who have so little connection to the community. In giving blankets to JFS, I feel this is something tangible that they can wrap around themselves and it also gives them a message that people in the community really do care about them.”

~Adrienne
(Adrienne has donated over 35 hand-made fleece blankets in six months)

Strong support and a gentle push

It has not been easy for Laura to make the transition from the sighted world to the challenging one of the visually impaired. Stacy helps Laura open mail, pay bills, pick up medications and do other routine chores that most people take for granted. They shop for groceries together and Stacy encourages Laura to make better choices at the supermarket to manage her diabetes.

Recently, when Laura needed some shelves installed, Stacy recruited a special guest volunteer – her boyfriend, Warren Heir – to do the job.

“She’s come a long way,” Stacy says, noting that Laura recently went on a camping trip with other visually impaired adults. “She didn’t believe she would enjoy it, but very much did. She needs self-confidence; I give her that little push to help lessen her anxiety.”

What started as a volunteer commitment of eight to 10 hours a month has flourished into what is now sometimes eight to 10 hours a week. Stacy talks to Laura on the phone at least once a day.

Why? They became friends. Welcome to possibility.



Stacy Trinastic

2008-09 Highlights

- JFS received a contract from the Milwaukee County Department of Health and Human Services Economic Support Division to provide Food Stamp recertification to those limited English speaking immigrants who are entitled to Food Share program support.
- JFS continues to be a significant provider of Family Care case management services for low-income adults over the age of 60 in Milwaukee County, serving over 550 member clients during the year.
- JFS received \$10.4 million in Affordable Housing Section 42 tax credits from the Wisconsin Housing and Economic Development Authority (WHEDA) and closed on Deerwood Crossing, a 66 unit affordable housing apartment building. Construction began in summer 2009 with a projected completion/move-in date of summer 2010. Associated Community Development, LLC became the tax credit investor. As part of this project, JFS Housing, Inc. was created with the purpose of developing housing to support the mission of JFS. A lead gift from the Daniel M. Soref Charitable Trust helped solidify the financial aspects of Deerwood Crossing, which will be a Residential Care Apartment Complex (RCAC) under Wisconsin law.
- The Honor Your Aging Parent Wellness program presented information to over 130 participants to increase caregiver knowledge of available resources and to increase their comfort level in having difficult conversations with a loved one about issues of aging.
- Gina Botshtein, Vice President of Older Adult Services, was named one of Milwaukee's "Top 40 Under 40" by Milwaukee Magazine and MRA-The Management Association.
- JFS partnered with Children's Outing Association (COA) to offer an art therapy class for children who have witnessed or experienced gun violence in their home.
- The American Psychological Association (APA) approved the Raising Safe Kids parenting program, to continue to work with mothers who are recovering addicts. Meta House and JFS were included in an APA national study of the efficacy of the Raising Safe Kids program, along with seven other sites across the country.
- The Bayshore Town Center office was expanded and remodeled to include office space for individual sessions and a group room was added, providing confidentiality and convenience for our clients.
- Over 350 individuals attend the Community Mental Health Education Conference on depression and suicide awareness.
- Families participating in the Young Adults Independence Project reached 40.
- JFS began a support group specifically for individuals with developmental disabilities and chronic mental illness to address living with their diagnosis.

Statistics

July 1, 2008 - June 30, 2009
(unaudited)

Revenue

Milwaukee Jewish Federation	\$585,000
United Way	374,000
Client Fees	478,000
Memberships	105,000
Foundations, Grants & Government Funds	2,973,000
Contributions	308,000
Endowments	332,000
Special Events, Net	87,000
Other	39,000
Total Revenue	\$5,281,000

Expenses

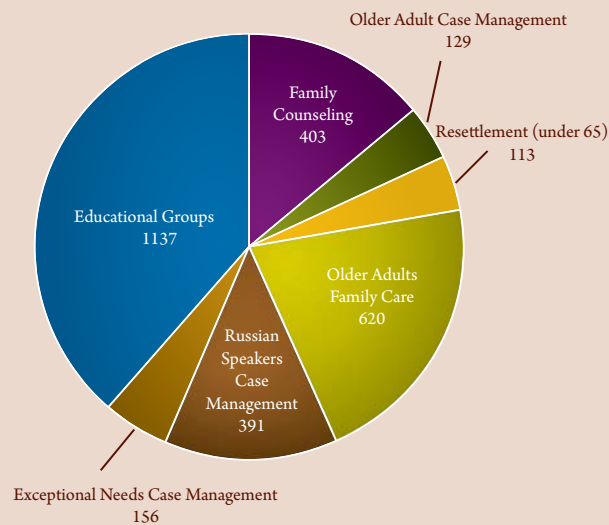
Wages & Benefits	\$3,876,000
Purchased Services	778,000
Rents, Utilities & Maintenance	116,000
Office Operations	216,000
Client Assistance	94,000
Staff Transportation	36,000
Other	171,000
Total Expenses	\$5,287,000
Net Deficit from Operations	(\$6,000)

Endowment Report

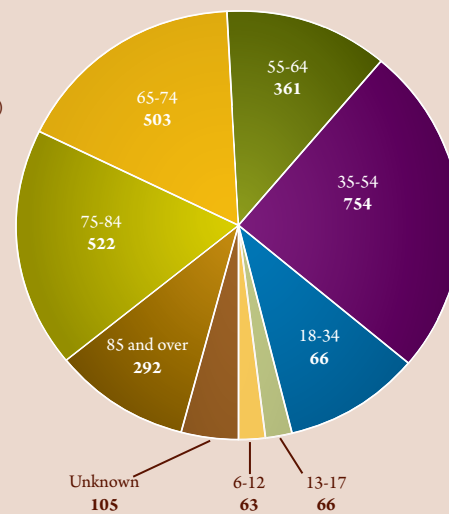
Unrestricted Funds	\$3,628,000
Restricted Funds	
Family Counseling Programs	98,000
Older Adult Services Programs	251,000
Exceptional Needs Programs	119,000
Keshet Program	21,000
Other	163,000
Total	\$4,280,000

*Endowment balance
as of June 30, 2009 \$4,280,000

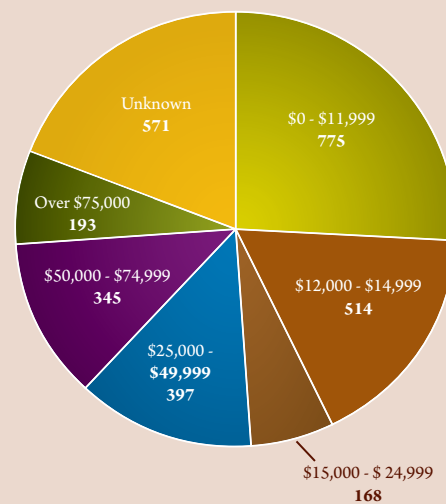
Clients by Program/Service



Clients by Age



Clients by Income



Endowments

These families have chosen to preserve their legacy and support their interests for the future of our community by setting up a named Endowment Fund to:

- Abrahams Ogens Endowment Fund
- Samuel L. & Sara Bornstein Alzheimer Disease Endowment
- Braverman Family Endowment Fund
- Phillip & Mildred Cohen Children's Opportunity Endowment
- Louise and Ralph Eder Endowment
- Beatrice M. Frank & M. P. Frank Developmentally Disabled Endowment
- Sue & Michael Freeman Family Endowment
- Elaine B. & Sidney Friedman Family Endowment Fund
- Ronald C. Glick Memorial Exceptional Needs Endowment Fund
- Ruth and Samuel Gordon LinkAges Endowment Fund
- Keshet Myron & Ann Gottfried Endowment Fund
- Erwin E. & Helen Z. Grossman LinkAges Endowment Fund
- Robert Habush Employment Assistance Endowment Fund
- Habush House Endowment Fund
- Herbert Heilbronner Family Endowment
- Stella Joffe Endowment Fund
- Sara & Ben Kuritz Memorial Endowment
- Larkey & Malawsky Family Interpersonal Violence Prevention Endowment
- Kippy & Sylvan Leabman Exceptional Needs Endowment Fund
- Carol & Julian Lichtig Memorial Youth Development Fund
- Eve Lipchik Family Integration for Newcomers Endowment
- Elliot Lubar Staff Education Fund
- William S. Mautner Memorial Endowment
- Dr. Harold L. & Margaret Miller Memorial Fund
- Sandra & Emanuel Rotter Exceptional Needs Endowment
- Robert L. & Dolores Schlossmann Endowment Fund
- Ralph Sherman Community Endowment Fund
- Jenny Szwarcbir Endowment Fund
- Ray & Fritz Rice Family Endowment Fund
- Richard Samuel Rice Endowment Fund
- Michael J. & Suzanne M. Shapiro Keshet Children's Endowment Fund
- Ralph Sherman Community Education Endowment
- Eli Tash Endowment
- Mollie E. & Jerome J. Trosch ESL Program Endowment
- Harry & Jeanette Weinberg Building Endowment



LUNCHEON OF CHAMPIONS

HONORING COMMUNITY HEROES

JFS held their annual Luncheon of Champions on Wednesday, June 3rd at the Italian Conference Center to honor heroes who make it their way of life to be involved in the community and make it a better place. Honorees included Mr. Frank Gimbel and Mr. Josh Gimbel who were the recipients of the Father-Son award, and Rabbi Ronald Shapiro, who was the recipient of the Community Partner Award. Mr. Allan H. 'Bud' Selig and Mr. Robert Joseph co-chaired the event and Mr. Robert Habush was the emcee. Over 450 individuals attended the luncheon to pay tribute to these community heroes.

You can view a complete list of 2008-09 donors at our website www.jfsmilw.org

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JFS is a partner in serving the community with the Milwaukee Jewish Federation & a beneficiary of the United Way.



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