

## The Art of Living 2009



On Sunday, October 13, 2009, the East Bay Jewish community proved once again that even in the midst of economic turmoil, we are able to come together with generosity and spirit. Held at the Oakland Museum of California, JFCS/East Bay's third annual Art of Living featured an enthusiastic crowd and an entertaining and insightful conversation between featured speaker Josh Kornbluth and Professor David Biale. We were also glad for the opportunity to honor Rich Edwards and Monica Salusky, two stellar individuals who have given a tremendous amount of time, talent, and support to the agency for many years. JFCS/East Bay is proud to offer this event each year, giving all of us the opportunity to renew connections and recommit ourselves to supporting the vital services that the agency provides in our East Bay community.

To see photos from the evening, please turn to page 3.



## CARING FOR HOLOCAUST SURVIVORS

On October 2, 2009, *J—the Jewish news weekly* ran a cover article, “Hardship after the Holocaust,” about the critical needs faced by a growing number of low-income Holocaust survivors in our community.

As was described in the article, we at JFCS/East Bay are intensely engaged in helping vulnerable survivors pay for the living expenses that they struggle to afford as medical costs mount and the economic downturn takes its toll. We also are focused on providing survivors with care management and other support services that allow them to remain independent in their own homes. We view this work as both a privilege and a moral obligation, one that we share with the entire Jewish community.

After the article came out, JFCS/East Bay launched a special fundraising campaign for our Holocaust Survivor Services program. With Claims Conference funds slated to decline during the next few years, our community faces a serious challenge in stepping up to our responsibilities to those who survived the Shoah.

We are pleased to announce that so far more than \$30,000 has been raised in this effort. We greatly appreciate the generous donors who have joined with JFCS/East Bay in ensuring that local Holocaust survivors have the financial assistance and critical services necessary to age with dignity and security. If you would like to contribute to this campaign, please visit our website at [www.jfcs-eastbay.org](http://www.jfcs-eastbay.org) and designate your gift to Holocaust Survivor Services.



Mary, an Auschwitz survivor from Poland.

Photo by Michael Fox

## MISSION STATEMENT

**Inspired by enduring Jewish values, the mission of Jewish Family & Children's Services of the East Bay is to promote and strengthen the social and emotional well-being of diverse individuals and families throughout the entire East Bay community.**

## BOARD OF DIRECTORS

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## VOLUNTEER WITH JFCS/EAST BAY

Share your talents by being a friendly visitor to a homebound senior, delivering meals, or helping immigrants acculturate to American life. To learn more, please contact Kathryn Winogura at (510) 704-7480, ext. 529 or (925) 927-2000, ext. 529.

## FROM THE EXECUTIVE DIRECTOR

Dear Friends,

This issue of our newsletter paints an accurate picture of life in our agency and community right now. While our attention is focused on dealing with immediate crises, we continue to address ongoing issues and needs and, in the midst of it all, we still manage to gather our friends and supporters to celebrate and to renew our commitments.



Photo by Rufus Diamant/Oakland

Avi Rose

First, the crises. These continue to be very difficult economic times, with record-setting unemployment and all the heartache that comes with it. Our financial assistance program, Project Ezra, is a beacon of hope in our East Bay Jewish community. The increased demand for our services is staggering, and we are proud of the response we've been able to muster. We are heartened by the ways in which foundations and individuals have stepped forward to support our efforts. May it continue—and may the need decrease as soon as possible.

The other major crisis concerns the growing unmet needs of low-income Holocaust survivors. We have known for several years that funds from the Conference on Jewish Material Claims Against Germany ("Claims Conference") would soon begin to run short, and that we would need to mobilize our community to fill the resulting gaps. Due to the tough economy and the increasing needs of survivors as they grow older and frailer, these gaps are appearing sooner and larger than we had anticipated. Here again, we are encouraged by those who share our commitment to stepping up efforts to care for our community's survivors as long as it's needed.

Meanwhile, we are surrounded by people at all ages, stages, and circumstances of life. We extend ourselves to those who need what our agency skillfully provides: intensive support for young children, their families, and care providers; a welcoming hand to our community's refugees and immigrants; expert assistance for older adults and their adult children. In one interaction after another, every day, we work diligently to improve the lives of countless individuals and families. We are proud to do our work, and grateful for the ongoing support of our deeply caring community.

All good wishes to you and your families, and may this coming Chanukah bring light and hope into all our lives.

Shalom,

A handwritten signature in blue ink that reads "Avi Rose". The signature is fluid and cursive, with the first letters of "Avi" and "Rose" being capitalized and prominent.

Avi Rose  
Executive Director

# The Art of Living 2009



*Director of development Lynn Simon and board president Ben Hamburg*



*Executive director Avi Rose (center) with event honorees Monica Salusky and Rich Edwards*



*David Biale and Josh Kornbluth in conversation*



*Executive director Avi Rose with board member Peter Metzner and Aliza Metzner*



*Dawn Kepler and board member Rabbi Jacqueline Mates-Muchin*

**All photos by Lea Delson Photography – [www.delsonphoto.com](http://www.delsonphoto.com)**

## COMMUNITY BRIDGES



Photo by Habiba Palyal

*JFCS/East Bay's Afghan senior women's support group, moderated by staff members Razia Iqbal and Mahboba Satar (far end of table).*

When refugees and immigrants arrive in the East Bay, one of the most challenging tasks they face is learning how to navigate our complicated health care system. The combination of never having experienced a similar system and not being proficient in English creates an almost insurmountable barrier to accessing needed services. JFCS/East Bay has been working within local Afghan, Bosnian, Russian, Latino, and Iranian communities for many years, helping newly arrived refugees and immigrants understand how the system works and ensuring that they receive the services they require.

Earlier this year, we were able to significantly expand our health navigation program into the mental health arena through a sizeable contract with Contra Costa Mental Health Services. The new program, called Community Bridges, will help us to address the complicated mental health needs that many refugees and immigrants experience due to war and trauma in their countries of origin, compounded by the

stress of acculturating to a new way of life in the United States. Community Bridges is designed to increase people's sense of well-being and connectedness to community, prevent individual and family dysfunction, identify mental health problems before they escalate into crises, and increase access to ongoing mental health services when needed.

Funded through Contra Costa's allocation from the Mental Health Services Act (a statewide initiative passed in 2004), Community Bridges has already seen some very encouraging results. For example, Laila is a member of our Afghan seniors group. Like many others in her community, she has seen family members struggle with depression and post-traumatic stress, but they don't recognize the symptoms and therefore never seek help. After hearing a presentation in our group about the signs of depression, Laila realized that her daughter-in-law was likely suffering from depression and could use professional assistance. Laila was able to discuss this with her daughter-in-law, and then JFCS/East Bay helped connect her to the appropriate services. This openness to discussion and seeking help is an entirely new development for people whose tendency was to never talk about mental health in any forum.

Over the next year, Community Bridges will continue to work within these communities, helping vulnerable refugees and immigrants access the kinds of services that will help them thrive and succeed here in their new country.

## TEACHING THE TEACHERS

Young children in Oakland face a multitude of risk factors before they even start school. Many have been exposed to family and community violence, and some have experienced parental neglect, all of which directly impacts their behavior and social-emotional well-being. When these children enter neighborhood preschool programs and begin to exhibit behavioral problems, they are often punished and sometimes expelled, with minimal effort being made to address the reasons behind their actions.

JFCS/East Bay has therefore developed an innovative training program designed to guide teachers and preschool directors in how to work with children with challenging behaviors. Our focus is on helping care providers understand the meaning of children's behavior and then develop strategies to address the child's particular issues. Funded by the East Bay Community Foundation and the Morris Stulsaft Foundation, we are currently providing this training program to all the site directors of Oakland Unified School District's Child Development Centers—preschools specifically designed for low-income families. We are already encouraged by seeing reduced expulsion rates—and increased attention being paid to the social-emotional development of each individual child. Directors report that instead of simply removing children from the room, teachers are now working with the kids and figuring out how best to support them and keep them engaged.

Given the success of this training program and its proven impact, JFCS/East Bay looks forward to expanding it into other communities in the East Bay.

# FINANCIAL STATEMENTS

## Statement of Activities, June 30, 2009

### Revenue

Grants and Contracts	\$1,153,716
Contributions	\$637,376
Client and Program Fees	\$1,101,375
Other Revenue	\$49,917
<b>Total Revenue</b>	<b>\$2,942,384</b>

### Expenses

Older Adult Services	\$534,016
Parenting & Youth Services	\$1,048,599
Refugee & Immigrant Services	\$387,365
Counseling Services	\$345,451
General and Administrative	\$316,047
Fundraising	\$331,472
Loss on Investments	\$444,676
<b>Total Expenses</b>	<b>\$3,407,626</b>
<b>Decrease in Net Assets</b>	<b>(\$465,242)</b>

## Statement of Financial Position, June 30, 2009

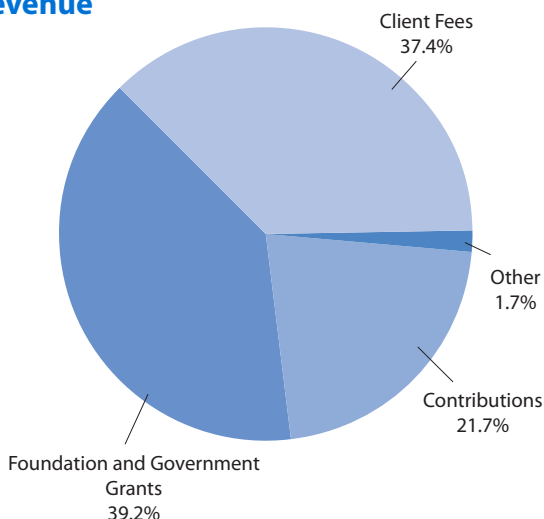
### Assets

Cash and Cash Equivalents	\$83,052
Pledges and Grants Receivable	\$593,569
Other Accounts Receivable	\$68,212
Investments	\$2,334,934
Fixed Assets, Net	\$103,165
Other	\$51,596
<b>Total Assets</b>	<b>\$3,234,528</b>

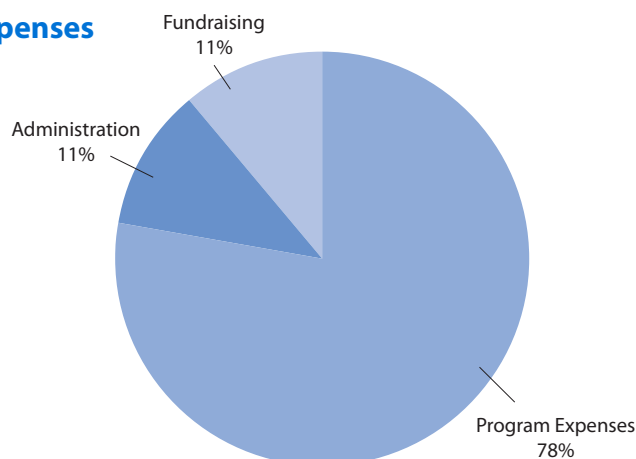
### Liabilities

Accounts Payable	\$340,747
Other	\$11,077
<b>Total Liabilities</b>	<b>\$351,824</b>
<b>Net Assets</b>	<b>\$2,882,704</b>

### Revenue



### Expenses



## PROJECT EZRA UPDATE

JFCS/East Bay created Project Ezra in collaboration with the East Bay Council of Rabbis in the 1990s, fulfilling an urgent need for a compassionate and comprehensive response to the growing number of community members who need emergency financial assistance and related services. Over the past fifteen years, Project Ezra has helped thousands of people throughout both East Bay counties.

Since the beginning of the current economic crisis, JFCS/East Bay has significantly expanded Project Ezra, hiring a full-time social worker last March and increasing the size and number of direct disbursements. From March through September 2009, Project Ezra saw a 67% increase in the number of individuals and families requesting assistance. In September alone we served 28 entirely new clients. Most of these people are turning to us as a result of unemployment or underemployment; the emergency funds disbursed are generally being used to cover housing, food, and medical expenses. As the recession continues, we remain strongly committed to keeping up with the increased numbers and complexity of needs of the people turning to us for help.

## ONGOING SUPPORT GROUPS

*For more information, please check our website at [www.jfcs-eastbay.org](http://www.jfcs-eastbay.org). Fees vary; pre-registration required.*

### Bereavement

*Support and guidance for relatives and friends who have lost a loved one.*

For information, please call Helene Linker at (510) 704-7480, ext. 745.

### Café Europa

*A social and cultural program for Holocaust survivors, their adult family members, and friends.*

For information, please call Rita Clancy at (925) 927-2000, ext. 257

### Chaverim

*A social and educational group for Jewish adults with developmental disabilities.*

For information, please call Melanie Wartenberg at (925) 927-2000, ext. 626.

### Coping and Thriving with a Diagnosis of Cancer

*A nurturing environment for emotional and physical healing for cancer patients.*

For information, please call Valerie Rosenfield at (510) 704-7480, ext. 299.

### Expressive Art Therapy for Women Over 50

*A supportive and relaxed environment to explore transitions and health.*

For information, please call Lisa Yordy at (510) 558-7800, ext. 716.

### Living with Chronic Illness

*A group for people managing chronic illness and disability.*

For information, please call Karen Lottman at (510) 704-7480, ext. 210.

### Long-Distance Family Caregivers

*For adults caring for older relatives or friends who live out of this area.*

For information, please call Lisa Yordy at (510) 558-7800, ext. 716.

### Making Relationships Work

*A workshop for newly committed or recently married Jewish and interfaith couples.*

For information, please call Helene Linker at (510) 704-7480, ext. 745 or Robin Keller at (510) 704-7480, ext. 762.

### Single Parents of Teens

*A ten-week support group for single parents of teens exploring the particular issues of parenting alone.*

For information, please call Rikki Sudikoff at (510) 704-7480, ext. 761

### Refugee & Immigrant Support Groups and Educational Workshops

*JFCS/East Bay offers regular social meetings, support groups, and educational workshops for individuals and families in the Russian, Afghan, Latino, and Bosnian communities.*

For information, please call Barbara Nelson at (925) 927-2000, ext. 226

## YOU Can Help Shape our Community's Future

Join our family of supporters in making a difference for East Bay residents in need. Please make a gift today.

### Celebrate a *Simcha*

Sweeten life's joyous occasions with special gifts in honor of:

- Births & Birthdays
- B'nai Mitzvot
- Engagements & Weddings
- Graduations & Promotions
- Anniversaries & Retirements

### Honor the Memory of a Loved One

Honor those who have touched your life by giving *tzedakah* in memory of their generous spirit.

### Give a Gift of Stock

Did you know that JFCS/East Bay accepts stock as donations? Please contact Lynn Simon for details.

### Leave a Legacy

Please consider making a planned gift to help ensure JFCS/East Bay's work into the future. Bequests, life-income gifts, trusts, life insurance, and retirement plans are among the many kinds of planned gifts that can perpetuate your support. We can work with you and your professional advisors to implement the planned gift most appropriate for your unique personal and financial goals.

### To learn about making a gift to JFCS/East Bay or joining the Kavod Society

please contact Lynn Simon at (510) 704-7480, ext. 760 or [lsimon@jfcs-eastbay.org](mailto:lsimon@jfcs-eastbay.org).

Simply want to make a gift online? Go to [www.jfcs-eastbay.org](http://www.jfcs-eastbay.org).

## THANK YOU JFCS/EAST BAY SUPPORTERS!

# KAVOD SOCIETY

Members of our Kavod Society (Society of Honor) are dedicated supporters who contribute \$1,000 or more each year to JFCS/East Bay. This generous commitment enables us to act upon the Jewish values of compassion, community involvement, and *tikkun olam* (repairing the world) in the work we do.

### CIRCLE OF COMPASSION

\$25,000 AND ABOVE

Joan & Clarence Coleman  
Nancy Klehr & Jonathan Eager  
Doris Marx  
Fela & David Shapell  
Anonymous (1)

### CIRCLE OF LOVING KINDNESS

\$10,000–\$24,999

Estate of Alison Bermond  
Diana Cohen & William Falik  
Robin & Rich Edwards  
William David Fidelholtz  
Ruth & Barry Phillips  
Estate of Sue & Harry Rattner  
Shoresh Foundation

### CIRCLE OF HEALING

\$5,000–\$9,999

Tamara Abrams & Carol Barnett  
Rachel & David Biale  
Carole & Donald Chaiken  
Amy & Morton Friedman  
Caroline & Robert Lichtenstein  
Sarah Liron & Sheldon Kahn  
Judith & Stanley Lubman  
Maya & Bernard Rappaport  
Mark Reisman  
Joan Sarnat & David Hoffman  
Shirley & Philip Schild  
Rabbi Judy Shanks & James Gracer

### CIRCLE OF COMFORT

\$2,500–\$4,999

Melissa & Wayne Batavia  
Sandra & Edwin Epstein  
Estate of Hella Fluss  
Barbara & Barry Gross  
Sandra & Ben Hamburg  
Margot Kaelbling  
Elayne Kane  
Mirka Knaster & Larry Jacobs  
Carole & Ted Krumland  
Anne & Seymour Lapporte  
Richard Maisel  
Aliza & Peter Metzner  
Paul Mishkin  
Richard Robinson  
Melissa Roman & John Alexander  
Michelle Schwartz  
Deborah & Michael Sosebee  
Joan & Fred Weil  
Anonymous (1)

### CIRCLE OF LIFE

\$1,800–\$2,499

Mathilde Albers  
Sally & Thomas Daley  
Robert Engel

### CIRCLE OF LIFE (cont'd)

Myra & Jerry Feiger  
Lise Haas & Eva Meigher  
June & Sanford Kadish  
Hannah Kranzberg  
Susan Kupfer  
Eileen & Robert Ruby  
Monica Salusky & John Sutherland  
Jan & Alex Trzesniewski  
Erica Weingarten

### CIRCLE OF CARING

\$1,000–\$1,799

Betsy & Barry Adler  
Rhoda Agin  
Rina Alcalay  
Sue & Ronald Bachman  
Jack Block  
Anne & Daniel Bookin  
Liz & Richard Bordow  
Ruth & George Brunn  
Helen Bulwik  
Nelson Bunin  
Gloria & Jerome Burke  
Jean & Sanford Colen  
Victoria De Goff  
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### CIRCLE OF CARING (cont'd)

Nessa & Bob Feller  
Gilda Feller  
Evelyn Fielden  
Mary & Stanley Friedman  
Arlette & Andrew Gerson  
Stella & David Goodwin  
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Phyllis Helfand  
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Marla & Robert Kane  
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Dawn Kepler & Mark Snyder  
Simona Klein  
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Deborah & Alvin Medvin  
Raidelle Newman  
Martin Portnoff  
Jeanne Reisman &  
Leonard Goldschmidt  
Avi Rose & Ron Strohlic  
Ann Rosenberg &  
Lawrence Kampel  
Lela & Gerry Sarnat  
Jodi Schiller & Ben Douglas  
Lisa & Ken Schmier  
Josephine Schwartz  
Herbert Simon  
Lynn Simon & Daniel Lachman  
Sheila Sosnow & Richard Nagler  
Bert Steinberg  
Arlene & James Sullivan  
Terri Witriol & Ralph Sklar  
Anonymous (5)

### BECOME A MEMBER OF THE KAVOD SOCIETY

To join other community leaders as a member of the Kavod Society, or to learn more, please contact Lynn Simon at (510) 704-7475 or [lsimon@jfcs-eastbay.org](mailto:lsimon@jfcs-eastbay.org).

*The gifts listed here were received between July 2008 and November 2009.*

*Giving circles are by fiscal year. If we have inadvertently omitted your gift or listed it incorrectly, please contact us so we can adjust our records.*

## FOUNDATION, GOVERNMENT, AND INSTITUTIONAL SUPPORT

AgeSong  
Alameda County Behavioral Health Care Services  
Arcadia HealthCare  
Barclays Global Investors  
Berkeley/Albany YMCA  
Beth Jacob Congregation  
B'nai B'rith Oakland Lodge #252  
California Employees Charitable Campaign  
Chevron Employee Program  
Citi Foundation Matching Gifts  
City of Oakland  
City of Walnut Creek  
Conference on Jewish Material Claims Against Germany, Inc.  
Congregation Beth Emek  
Congregation Beth Israel  
Congregation B'nai Shalom  
Congregation B'nai Tikvah  
Congregation Netivot Shalom

Contra Costa County Area Agency on Aging  
Contra Costa County Children & Family Services  
Contra Costa County Family and Children's Trust Committee  
Contra Costa County Keller Canyon Landfill Mitigation Trust Fund  
Contra Costa Mental Health Services  
East Bay Community Foundation  
Every Child Counts: First 5 Alameda County  
Family Paths  
Fremont Bank Foundation  
David B. Gold Foundation  
Greystone Hotels  
Grossberg Abrams Foundation  
Walter & Elise Haas Fund  
Hebrew Immigrant Aid Society

Jewish Community Endowment Fund of San Francisco  
Jewish Community Federation of the Greater East Bay  
Jewish Community Foundation of the Greater East Bay  
Kaiser Permanente  
Kanbar Charitable Trust of the Jewish Community Endowment Fund  
Koret Foundation  
Dean & Margaret Leshner Foundation  
Levinson Benefits Group  
Thomas J. Long Foundation  
Mt. Diablo Health Care District  
Oracle Corporation  
Matching Gifts  
Prudential Foundation  
Matching Gifts  
Rich Edwards Imagery

Safe Passages  
San Francisco Foundation  
SAP Dollars for Doers  
Sarlo Foundation  
Schwab Matching Gift Center  
Study Groups of Rossmore  
Morris Stulsaf Foundation  
Sun Microsystems, Inc.  
Temple Beth Abraham  
Temple Beth Torah  
Temple Isaiah  
Temple Sinai  
Temple Sinai Social Action Committee  
Trio Foundation  
United Way of the Bay Area  
Volunteers of America  
Wells Fargo Bank  
Wells Fargo Community Support Campaign  
Y&H Soda Foundation



# Jewish Family & Children's Services of the East Bay

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## MAIN OFFICE

2484 Shattuck Ave., Suite 210  
Berkeley, CA 94704  
Phone: (510) 704-7475  
Fax: (510) 704-7494

## CONTRA COSTA OFFICE

1855 Olympic Blvd., Suite 200  
Walnut Creek, CA 94596  
Phone: (925) 927-2000  
Fax: (925) 927-3131

## SUSE MOYAL

### CENTER FOR OLDER ADULT SERVICES

828 San Pablo Ave., Suite 104  
Albany, CA 94706  
Phone: (510) 558-7800  
Fax: (510) 558-7803

## FAMILY JUSTICE CENTER

470 27th Street  
Oakland, CA 94612  
Phone: (510) 704-7480, ext. 700

## EXECUTIVE STAFF

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*Director of Older Adult Services*

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- Training Preschool Teachers
- Early Intervention for Refugees

Newsletter Design  
*Nicole Vasgerdsian, JPD Communications*

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[www.jfcs-eastbay.org](http://www.jfcs-eastbay.org)