



Transforming Lives



 Jewish Family &
Children's Services
OF SOUTHERN ARIZONA
Enriching lives and inspiring hope for all

2009 AND 2010 ANNUAL REPORT TO THE COMMUNITY

BEING PART OF THE SOLUTION

How do you transform lives? You choose to be part of the solution, not the problem, and then get busy with the work at hand. Here at JFCS, we've been doing just that since 1941. We're proud and humbled in light of our 70-year history of transforming the lives of people of all ages, religions and ethnic origins in Southern Arizona.

Every age group, religion and ethnicity has been helped by our counseling support and wellness services — they are the best-known part of our mission. From tots as young as 3 to the older adults who stay independent with our help, JFCS is there on the front lines offering world-class therapy to the greater community. But that's not all we've been able to do, even in the face of dwindling governmental support. We reached out a hand to those in financial crisis, those suffering from substance abuse issues and those battling cancer and dealing with the heartache of domestic violence. We provided case managers to negotiate the healthcare maze for those who are overwhelmed or whose families live outside the region. We brought Passover baskets to scores of Jewish families in need each spring and last year we started a Children's Book Drive so our youngest clients can own their own book and appreciate the joy of reading. We got busy, indeed!

The worldwide economic crisis hasn't been easy to weather — for the agency or its clients. So over the two fiscal years this report covers, JFCS also got busy in its own transformation — from a historical reliance upon government funding to a fee-for-service model that will sustain its growth into the 21st century. As federal and state resources shrunk in reaction to the deepening slump, the agency chartered a new course of self-sufficiency.

In fiscal year 2009, 62 percent of our revenues came from government grants and contracts; by the end of 2010, on September 30, that number had shrunk to 53 percent. To offset the shortfall, JFCS stepped up its fundraising and private grant-seeking activities, ending fiscal 2010 with such efforts accounting for 36 percent of revenues, compared to the 25 percent it was in 2009.

The agency has retooled to diversify its funding streams, including accepting fees for a portion of services rendered, which puts us in a stronger position in the long run, since we don't have to depend on politics or the economy to fund our efforts. In fact, if the success trend continues, the agency is poised to turn the corner on its own economic crisis, which will be highlighted in our 2011 Annual Report.

The demand for our services increases each month, and our Board of Directors and staff are committed to helping in any way we can. We are growing our volunteer corps and reaching out to our supporters. We have opened our doors on a continuing basis for you, the community, to come to an Agency Briefing and learn how we are transforming lives. You have been our partner in this commitment to our community and, for that, we are grateful. We are confident that even in the face of tight resources and smaller staffs, your support and caring hearts will see us through to our ultimate goal: to continue to build a strong, enduring agency that will stand as a beacon of hope for many years to come.

Thank you for your generous support in 2009-2010.



Liz Weiner-Schulman
Chair of the JFCS Board of Directors

ENRICHING LIVES AND INSPIRING HOPE FOR ALL

Enriching lives and inspiring hope for all — a new tagline for Jewish Family & Children Services of Southern Arizona (JFCS). This Annual Report covers the first two years of my tenure at JFCS. During that time, I have seen our tagline come to life as we have supported older adults to maintain their independence as long as possible, restored the well-being of children and families who have been the victims of traumatic experiences, and helped those impacted by the recession regain their self-sufficiency. All of this, during the most challenging economic times that I have seen in my 30-plus years in social services.

Each and every day the community is enriched by the outcomes achieved by our clients through the inspiring work of the JFCS staff. Each and every day JFCS is enriched by the commitment and dedication of its inspiring Board of Directors.



Shira M. Ledman
President & CEO

VISION

Jewish Family & Children's Services of Southern Arizona aspires to have a community in which all families and individuals are empowered, self-sufficient, capable of overcoming challenges, contribute to the community and feel respected and valued.

MISSION

Jewish Family & Children's Services of Southern Arizona, a non-profit agency which is guided by Jewish values, provides quality social and behavioral health services to the Jewish and greater Tucson community. JFCS helps people of any religion or ethnic origin meet their full potential by restoring their well-being, cultivating self-sufficiency and strengthening family life.

VALUES

Jewish Family & Children's Services of Southern Arizona consistently strives to meet the needs of its clients while showing respect for their beliefs, choices, values and differences. JFCS is guided by Jewish traditions of healing the world (tikkun olam) with loving kindness (chesed) through just and charitable deeds (tzedakah).



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EMOTIONAL WELL-BEING

The support you provided helped Southern Arizonans of all ages deal with life's challenges in 2009 and 2010. Individuals, couples, families, children and older adults received vital counseling from master's-degree-level therapists to work through challenges such as depression, anxiety, traumatic life events, substance abuse, domestic violence, grief, phobias, marital issues and divorce.

In 2010, the Agency strengthened its trauma focus. Our therapists helped adults heal from unresolved childhood sexual abuse, for example, and helped people heal from grief, loss and domestic abuse. Our caring therapists also helped children and youth cope with and resolve a range of challenges, including trauma, sexual and nonsexual abuse, divorcing parents, fears and alcohol and substance dependencies. We also worked with firefighters and other "first responders" who experience post traumatic stress disorder. Since Tucson is a military base city, we also worked with soldiers and deploying or returning families and participated in an annual Davis-Monthan Air Force Base program.

JFCS served 300 to 400 school-age children in 2009 and 2010 through Pantano Behavioral Health Services, a network of agencies funded by the Arizona Health Care Cost Containment System (AHCCS). During 2010, JFCS began to accept most major insurances, Medicare and an expanded sliding-fee-scale payment option.



Challenge:

Cindy* faced the side effects and complications of months of breast cancer treatment compounded with the financial consequences of not being able to work. She was depressed and frightened about her future.

Solution:

With supportive counseling from her JFCS therapist for over a year, Cindy moved through her cancer treatment. The Agency also provided her with emergency financial assistance for food, shelter and utilities so she would not become homeless. Today, Cindy is regaining her strength, planning for her future and preparing to return to work.

**Client's name changed to provide anonymity.*

"I appreciate the precious and fortunate help you have given me tenfold. I have some ways to go, but I wish to succeed."



A signature program, **Project Safe Place**, treated 8- to 18-year-old girls and teens who have experienced the trauma of abuse. PSP helped victims of abuse and their families understand and move beyond their traumatic experiences. The program facilitated healing and recovery by expanding coping skills, and helping clients and their families develop positive, healthy options for managing feelings and behaviors.

Embracing Choices – Creating Opportunities – ECCO – reached out to young people 13 to 18 who were experiencing substance abuse issues, which include alcohol and other drugs. ECCO's family-centered approach provided outpatient individual and group therapy to male and female youth referred by Pima County Juvenile Courts, parents, schools and other local agencies.

Additional counseling services directed specifically to the Jewish community were given to those in need within a context of traditional values. These programs included **Let's End Abusive Households – LEAH** – which provided counseling for those experiencing domestic abuse. The program also created awareness about domestic abuse issues through education programs.

Jewish Addiction Support Services – JASS – addressed substance abuse within a framework of religious, spiritual, cultural and community values. **The CHAI Circle (Cancer, Healing and Inspiration)** served women who have cancer or are cancer survivors by empowering them to be active and informed consumers of healthcare services.

INDEPENDENCE AND SELF-SUFFICIENCY

With your help, we supported older adults and their families in 2009 and 2010 by identifying ways in which they could maintain their independence and dignity.

Through 2010, the Agency's continued to expand its role in serving the older-adult population's complex needs. Case management was provided to hundreds of adult clients because they needed help to coordinate their medical care and to maintain their daily activities. JFCS also helped their caregivers, offering them respite from their demanding duties.

We also functioned as legal guardians to 60 people with developmental disabilities ranging in age from 20 to 85 who are without family and are unable to care for themselves independently. With self-sufficiency as the aim, our guardians ensured that their clients received excellent medical care and clean, safe and appropriate living environments. We also acted as conservators, handling clients' finances. Various trust instruments were employed for some clients, such as special-needs trusts, disabled-person pooled trusts and income-cap trusts. We worked with successor trustees and attorneys in fiduciary roles to ensure our clients received top-notch care and planning for their safe, healthy futures.

Another way we help people stay independent and self-sufficient is through our medical-equipment program. OneStop Home Medical Equipment continued to expand as word spread about its rentals and sales of refurbished durable medical equipment. Donations of good, usable equipment also increased. OneStop allowed lower-income, uninsured and underinsured individuals and families to access needed medical equipment. People who

needed short-term use of equipment following a medical procedure and those who needed equipment to help them maintain mobility in their homes found the solution here.

In the summer of 2008, the downturn in the economy boosted the demand on the Agency for emergency financial assistance. Through 2010, we helped many families by addressing their crises, not only by helping them pay their rent or utility bills but also through crisis management and fostering self-sufficiency. The case manager for emergency financial assistance provided assessment, coordination of services, monitoring, support and advocacy on behalf of individuals and families. A comprehensive array of services, including debt counseling, budgeting basics and employment counseling were also provided.



Challenge:

Thelma* is 90 years old. She never married and was an only child. She has no living relatives. During a regular attorney visit, she mentioned that she was running out of money because she had to pay her gardener several thousand dollars a month. The attorney, who had noticed over the last several months that Thelma's cognitive functioning was declining, suspected she was being defrauded.

Solution:

Thelma now receives care management from a JFCS Care Manager. She lives in a residential center where enjoys more social contact. Her JFCS conservator handles her finances, so no one can con her. Her JFCS guardian monitors her living and healthcare environment to ensure she receives what's best for her. Thelma is safe and happy in her new home and loves having her care manager look after her.

*Client's name changed to provide anonymity.

"I really don't know what I would have done without your help. The recent economic changes have created a sadly growing portion of people that could be called 'the new poor,' those that have never needed help before, but suddenly find themselves in dire straights. What would all of these people, myself included, do if they could not 'get up again' by the help you provide?"



Your help made it possible for us to help hundreds of Southern Arizona's older adults. This vulnerable population has specific needs and our therapists and case managers worked hard to help and protect them.

Select Care, a specialized care management, fee-for-service program, worked with clients who suffer from chronic illnesses or live with physical or developmental disabilities. Each Select Care client is assigned a professional who designs a customized care plan, coordinated services, provided referrals and managed multiple care providers. Select Care professionals coordinate care with physicians,

therapists and other health professionals and act as liaisons to families. In this way, we help support our clients' needs and provide the best possible quality of life to them.

Through our older adult case management program, we maintained hundreds of older adults in their homes and helped them to avoid institutionalization and revolving hospital stays.

We also brought counseling services to older adults right in their own homes, at our main office at Fifth and Columbus and at other community locations, such as the Tucson Medical Center Senior Services facility at the El Dorado Health Campus.

Services for Jewish older adults included **Jewish Elder Access (JEA)**, a collaboration of Jewish Federation agencies under the direction of the Federation's Senior Task Force. JEA is the central contact point for Jewish older adults in Tucson seeking access to community resources and services. JEA, which is housed at JFCS, began in August 2010.

The **Holocaust Survivor Program** provided a wide array of services to Southern Arizona's Survivors to honor them and ensure that their legacy continues. These services included case management, counseling, in-home support to Survivors in frail health and psychosocial group meetings.

Challenge:

At age 80, Lucy* faced eviction from her apartment. She is a disabled woman with multiple medical problems. Her apartment was not a safe place for this vulnerable older adult who quickly needed a place to live.

Solution:

Lucy's case manager at JFCS assisted her in applying for HUD housing. Through her case manager's advocacy, Lucy was prioritized to the top of the federal agency's waiting list. Lucy is now living in a safe, clean environment in a local HUD apartment.

*Client's name changed to provide anonymity.

"Our soldiers have truly benefitted from the Holocaust Survivor's visit. They enjoy listening to your accounts and, through your experience, gain an unparalleled perspective which no history book can ever mirror."

VOLUNTEER

Tucson's famous "small-town atmosphere" makes it a natural for community projects. People get out and help and, in the process, meet their neighbors. JFCS was part of this giving continuum in 2009 and 2010, aided in large part by our dedicated volunteer corps and the support we received from our donors.

JFCS shared the spirit of Passover with families, older adults and people with disabilities who, for whatever reason, could not purchase the traditional items needed for their Passover Seder. The **Matza & More** project also helped send Seder meals to Jewish military personnel overseas. Fueled by scores of volunteers, this project extended a helping hand and a warm heart to those who needed a little help. JFCS has delivered about 200 Passover baskets a year for more than 40 years to older Jewish adults and families in the Tucson community.

Mitzvah Magic, a unique partnership JFCS shares with Women's Philanthropy at the Jewish Federation, got its start in the fall of 2009. Teams of women made Mitzvah Magic a huge success by purchasing gifts and household items to about 30 families in need, especially during the Jewish holidays. Each team, or circle, "adopted" an anonymous family in need that had been hand-picked by JFCS. We also provided delivery for the donated items.



Client Story:

A Jewish family with four children came to JFCS for help. First the husband lost his job and then his wife lost hers. They needed assistance with their mortgage payment, food and diapers for their baby daughter. They did not have the financial resources to purchase the essentials for a Passover Seder. With your help they were able to celebrate Passover with joy and dignity.

**Client's name changed to provide anonymity.*

"This Passover Basket is the best I have ever received. I so much appreciate the kindness this year because of my financial situation."



"It's important this work is done right so we can get this stuff into the hands of those who need it."

– Ed Peel. Volunteering at the JFCS Irving Greenfield Tucson Loan Chest since 2005

Each winter, on **Youth Mitzvah Day**, we partner with the annual collaboration of Social Action Sunday School classes of the various Jewish congregations in Tucson. This project teaches children how to impact their world by performing good deeds (mitzvot) in their community. In 2009, 60 children planted flowers, painted stones and created lobby art to brighten up our main office for the children visiting JFCS. They ended their project with a talk from two members of JFCS' Holocaust Survivor group. In 2010, kindergarten through 5th-graders created more artwork for the JFCS offices.

In 2009 and 2010, we also partnered with the United Way of Tucson & Southern Arizona during the **Annual Days of Caring**. This fall event brings together thousands of people from area businesses, schools and community groups who then lend their time, talents, and energy to volunteer for projects that make a difference in our community and impact the lives of children, families and older adults.

Besides high-profile community events, behind the scenes there were also those who quietly and regularly gave their time to our Agency as volunteers. This strong volunteer corps provided administrative support, helped with our special events and even contributed their time as professional, licensed therapists. Volunteers helped families create budgets, translated for those whose native language is Russian, and worked with the Holocaust Survivors.

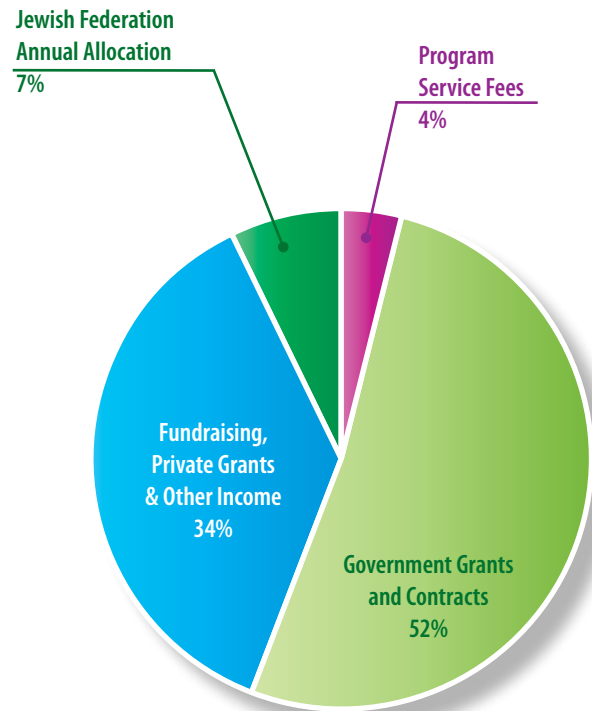
2010 FINANCIAL INFORMATION

October 1, 2009 - September 30, 2010

TOTAL REVENUE

Government Grants and Contracts	\$1,319,060
Fundraising, Private Grants & Other Income	924,709
Jewish Federation Annual Allocation & Grants	181,489
Program Service Fees	110,715

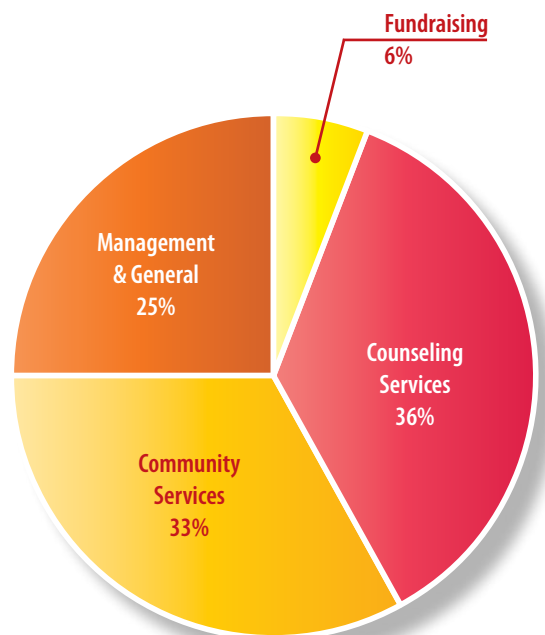
Total **\$2,535,973**



TOTAL EXPENSE

Counseling Services	\$1,017,185
Community Services	950,131
Management & General	722,824
Fundraising	168,869

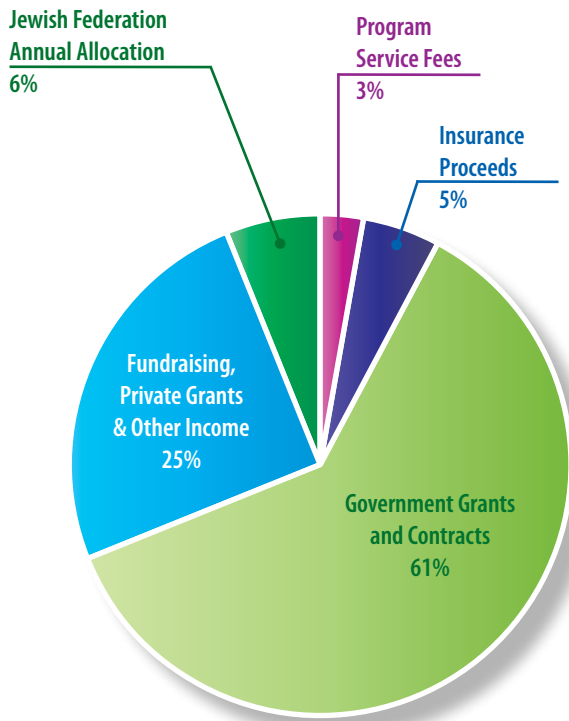
Total **\$2,859,009**



The complete, audited 2008-2009 financial statements are available at our Main Office. Please contact (520) 795-0300 x2237.

2009 FINANCIAL INFORMATION

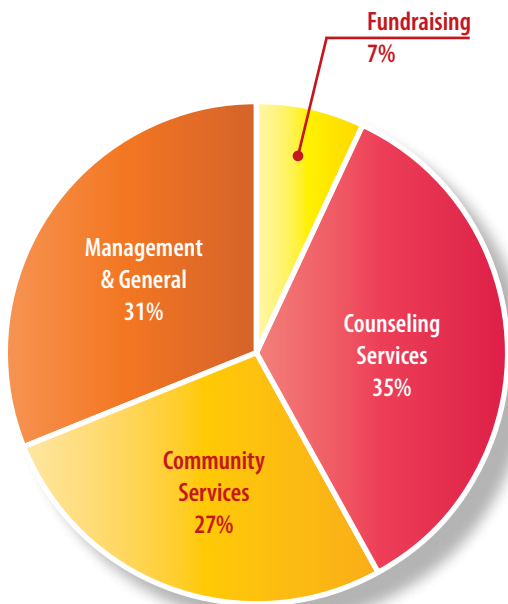
October 1, 2008 - September 30, 2009



TOTAL REVENUE

Government Grants and Contracts	\$2,015,141
Fundraising, Private Grants & Other Income	830,707
Jewish Federation Annual Allocation & Grants	202,321
Program Service Fees	75,567
Insurance Proceeds	166,478

Total	\$3,290,214
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TOTAL EXPENSE

Counseling Services	\$1,229,148
Community Services	930,996
Management & General	1,095,919
Fundraising	252,371

Total	\$3,508,434
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The complete, audited 2009-2010 financial statements are available at our Main Office. Please contact (520) 795-0300 x2237.

YOU MAKE WHAT WE DO POSSIBLE

Without you – our loyal donors – and the many fine organizations reflected in this list, we would not be able to provide quality social and behavioral health services to the Jewish and greater Tucson community. Nor would be able to aspire to our vision of a community in which all families and individuals are empowered, self-sufficient, capable of overcoming challenges, contributing to the community and feel respected and valued. It seems inadequate, be we truly do want to simply say thank you for being part of our mission. You make what we do possible!

* Of Blessed Memory

¹ 2009 Member of the Board

² 2010 Member of the Board

³ Honorary Member

⁴ Life Member

\$100,000+

Community Partnership of Southern Arizona
County of Pima
Jewish Federation of Southern Arizona
Arizona State of Arizona
U.S. Department of Health & Human Services

\$50,000 to \$99,000

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Jewish Conference on Material Claims

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