



# JCC Federation OF SAN LUIS OBISPO

Building Jewish community locally; connecting globally

## Annual Report 2013



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## EXECUTIVE DIRECTOR'S MESSAGE

**2013 was a thrilling year!**

Why? Here's our Top 10:

1. **Camp Shoreshim**, San Luis Obispo's first Jewish day camp was launched. Camp brought together 30 kids to enjoy the outdoors in a Jewish milieu. The **Carl and Leah Moore Family Fund** was established to formally continue support of camp.
2. **Aleph-Tots**, our toddler day camp was a huge success. Fifteen children, ranging from 18mos-4yrs spent a fun summer week learning Jewish songs and traditions under the theme of the six days of creation.
3. Our **Jewish Family Services** awarded four mini-grants to area Jewish families through what is now called the **Jack Pearl Jewish Family Fund**. 2013 also brought deep sadness with the loss of our Committee Chair, the beloved Jack Pearl. Without him and your support, these four area grantees would not have had such an opportunity to improve their health, education, and well-being.
4. A completely **SOLD OUT San Luis Obispo Jewish Film Festival!** We welcomed Richard Benjamin and his wife, Paula Prentiss, to the 2013 festival, pictured above with Festival co-director, Muara Johnston.
5. A Jewish community **Holocaust Remembrance Program**, involving all area congregations, SLO High School chorus, and featuring Martin Petrasek with his film "Broken Promise." Martin also spoke at Mission College Prep.
6. A blockbuster "**Thanksgivukkah**" celebration, making the FRONT COVER of the Tribune! As well as KSBY, KCOY, and the New Times.
7. We brought an **international flavor of culture and global connection** to San Luis Obispo at JCC members' homes, including a chamber performance by the renowned New-York based Salome, Jewish piano songs by London-based Daniel Cainer, a visit from Israeli artist, Zak Yitro, and Jewish Federations of North America Network Communities director, Marty Greenberg.
8. Toddler programs throughout the year, including a **Mommy & Me** at SLO-Op rock climbing gym and **Toddler Yoga**.
9. Provocative monthly discussions about the Jewish world and Israel at **Jewish News Junkies** and at the annual **Jewish Mens Retreat** in Big Sur. Plus, a dynamic panel of area attorneys and a local rabbi on "Decreased Resources and the Impact of Minorities' Access to Justice" at our annual **MCLE**.
10. **Last but not least....**our success from a STRONG board, STRONG committees, STRONG donor support, and a STRONG membership base. **Thank you!**



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## A CLEAR VISION

*The JCC-Federation of San Luis Obispo is the area's broad Jewish tent, and the focal point of Jewish Community life in SLO County.*



By design, JCC-Federation programs and services are to reflect the vision of providing a “broad Jewish tent” to SLO county, and we invest our resources in enabling Jewish community life on everyone's personal terms.

The JCC-Federation enhances, not duplicates, ongoing Jewish activities within our area. We promote all that enriches the life of the Jewish community, individually, collectively and organizationally.

As a Federation, we have the responsibility to work with others to create, manage, and monitor a broad Jewish community plan. Toward this end, we continue to look for participation from the broader SLO community in Jewish life. We want it to be easy for people to tap into our Jewish community, to feel that this connection is positive and worthwhile, and to engage at the level at which they are comfortable.

In addition, we are the local vehicle of contributing to the support of Jewish communities worldwide through our participation as a member of the Jewish Federations of North America. We enable those in our area to be involved in international Jewish causes.

The JCC-Federation is committed to sound fiscal management. We raise money for programs that we decide need to be undertaken, and for increased funding for our existing programs.

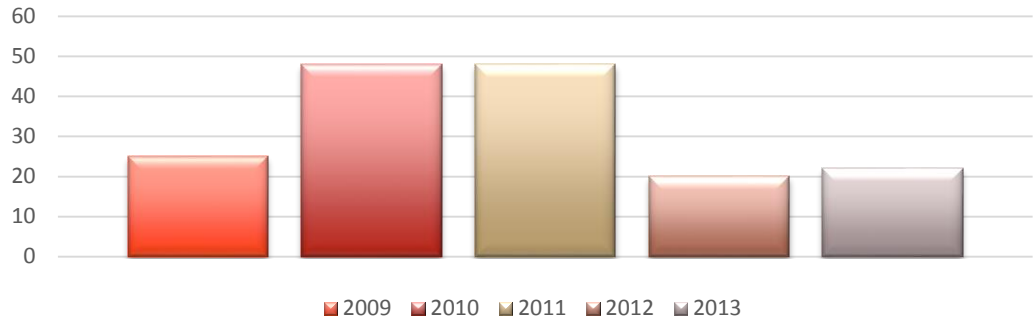
## PROGRAMS

## 2013 Snapshot

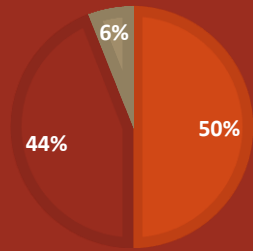
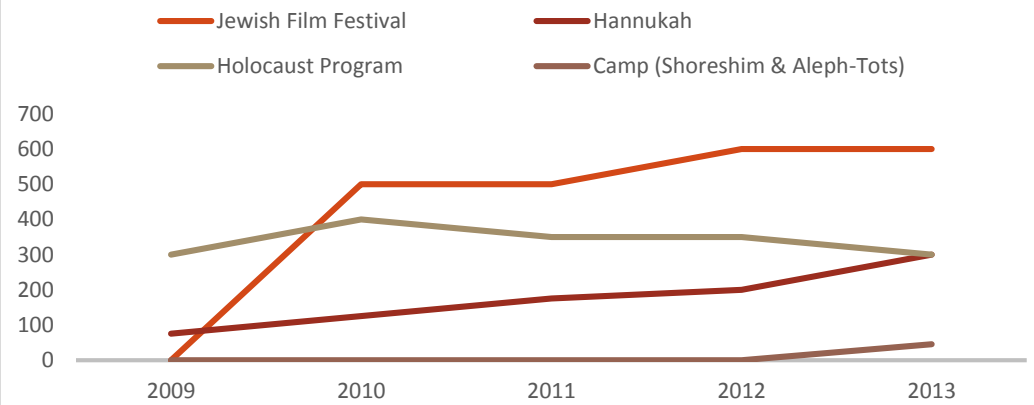
Over the past 5 years as a JCC, we have experimented with a number of programs and succeeded in developing key community events for our area.

These major programs were our primary focus for 2013, as we added more children's programs and our social services.

### Programs per Year

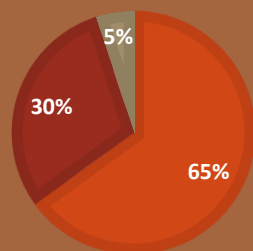


### MAJOR PROGRAM ATTENDANCE



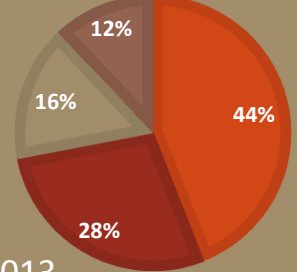
2011

- Education and Cultural
- Children's Programming
- Social



2012

- Education and Cultural
- Children's Programming
- Social



2013

- Education and Cultural
- Children's Programming
- Social
- Services



## PROGRAM SPOTLIGHT: CAMP SHORESHIM

It was a magical week in June with 30 kids, JCC staff and volunteers gathering together for **SLO's first ever Jewish day camp**! Campers came from all over the county, and outside the area.

Of course, we can't forget to mention our Aleph-Tots camp with 15 toddlers running around!

Our camps were a success because of staff and campers alike. We're excited for summer 2014!



2: Natural Tie Dye



4: Cob-Bench Building



5: Challah braiding



3: Garlic Harvesting



1: Israeli Dancing



What we did at camp was very, well, how do I put this...hmm... **AWESOME!!**

Becca Shivers, Etzim Camper



6: Toddlers at Aleph-Tots



## MEMBERSHIP

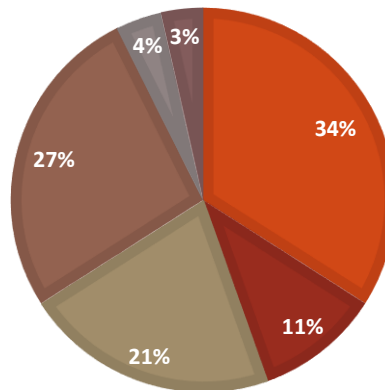
# 280 Members

In 2009 we had 12 members...by 2012, we had 217 members, and now 280!

Our steady growth in membership indicates the strength of our reach, committee, and commitment from all of you.

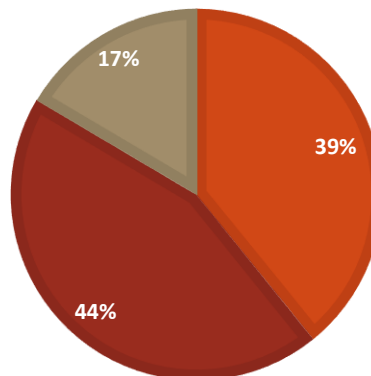
## GEOGRAPHY OF MEMBERSHIP BASE

■ SLO ■ North County ■ Coastal ■ South County ■ Santa Maria ■ Outside County Area



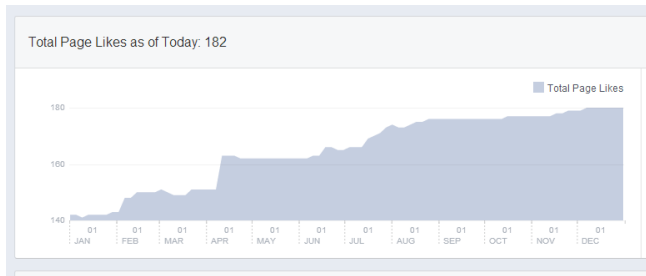
## AGE BREAKDOWN

■ Over 65 ■ 25-65 ■ Under 25



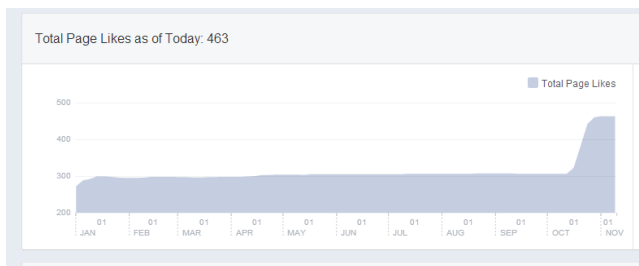
## MARKETING AND ONLINE

JCC Facebook page: 182 likes

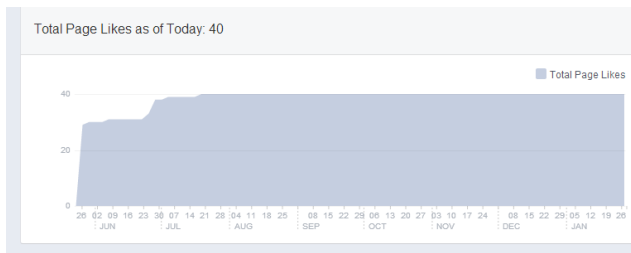


San Luis Obispo Jewish Film Festival Facebook page: 463 likes

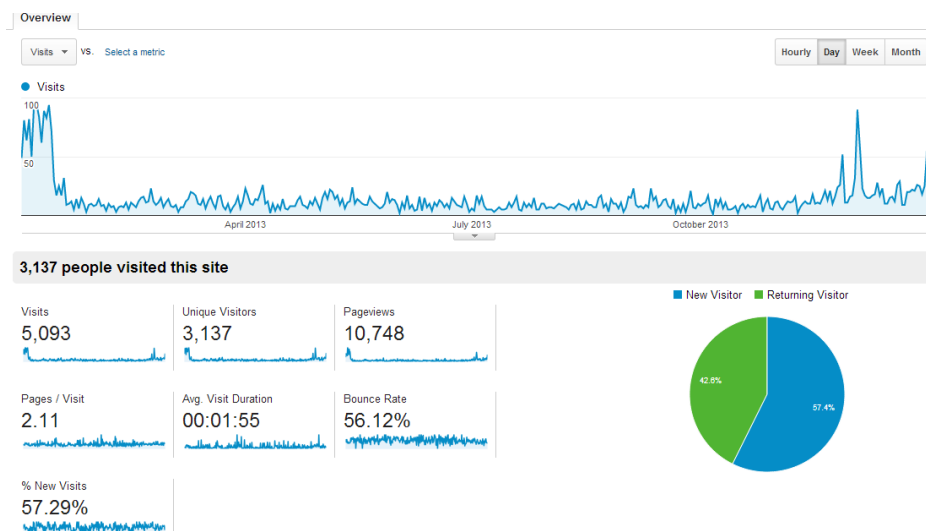
*Paid reach high of 26,378 (12/27/13)*



Camp Shoresim Facebook page: 40 likes



Website Analytics – [www.jccslo.com](http://www.jccslo.com)



## VISIBILITY IN THE COMMUNITY

We thank the local media for its generous coverage of our 2013 programs.

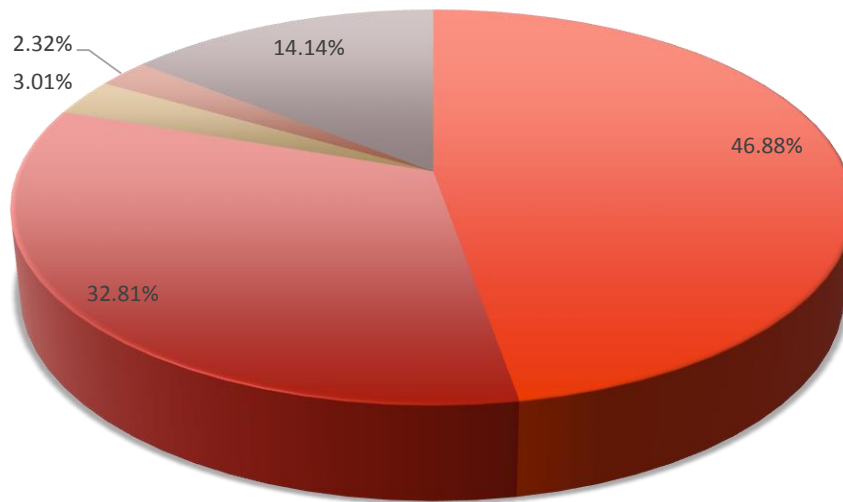
Highlights include:

- ✓ COVER STORY in the Tribune on community Hannukah party at SLO Museum of Art.
- ✓ KSBY news and KCOY's "Wake Up Central Coast" on Thanksgiving, interviewing Board president, Jon-Erik Storm
- ✓ Dan Krieger "Times Past" on Holocaust survivor, Martin Petrasek, visiting SLO
- ✓ New Times Holiday Guide, "Thansgivukkah Sameach!"
- ✓ SLO Jewish Film Festival honoree, Richard Benjamin, featured in SLO Journal article
- ✓ KSBY Jewish Film Festival coverage and 4<sup>th</sup> of July softball game and kosher BBQ!



## VALUE IN YOUR DONATIONS

## Expense Analysis - 2013



Operations Programs JFNA JFS Property



## PROGRAM BREAKOUT

Jewish Film Festival  
Camp Management (Shoreslim and Aleph-Tots)  
Hannukah Celebration  
Holocaust Remembrance Program  
Jewish Family Services  
Special cultural, educational, and social events  
Children's Programming during the year

## INSPIRED, CARING LEADERSHIP

### Board of Directors

Jon-Erik Storm, Board President

Adrienne Shivers, Secretary

Phyllisa Kwartner, Treasurer

Members at Large: Bob Spector, Susan Stern-Pearl, Cynthia Wood

Jan Durocher, Past President



**Executive Director:** Lauren Bandari

**Shoreshim Director:** Courtney Mellblom

### Standing Committees

Membership, Jewish Family Services, Fundraising, Jewish Film Festival, Camp Shoreshim, MCLE, Hannukah, Kehilla



### 2013 Leadership Circle

*Financial supporters of \$500 or more*

Mary & Tony Bianco

Cynthia & Herb Hindler

Marty Meltz

Adele Stern

Jay Melnick & Lisa Marmon

Mike & Linda Sommer

Shannon Fitzpatrick

Aroesty Family

Phyllisa Kwartner

Storm Family

Bandari Family

David & Margaret Levine

Mark Magner

Dave Canvasser

Ed & Bluma Felix

Sherman Family

Art & Cindy Fries

Diane & Pat McKeague

Mimi Naish & Chris Toews

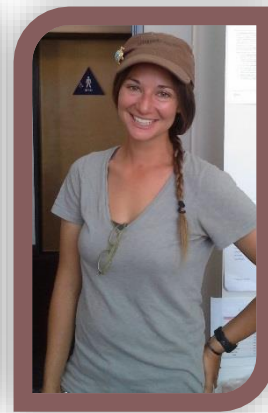
Larry Ratner

Boris & Marianna Pilch

John & Jody Belsher

Wells Fargo

Mama's Meatballs



## WEST COAST JEWISH LIFE – DATA AND TRENDS

### Major Patterns in Jewish community on the West Coast

**Source:** Pew Study on Religion, October 2013. Presented by Alan Cooperman and Western Regional JFNA meeting.

*The report focuses on trends that indicate a statistically significant difference (10% or more) in the West as compared to rest of the country.*



### What is similar?

The Pew data indicates that American Jews throughout the country are consistent in:



### So, What do we do with all this Data?

**Portland** – *moving outside traditional walls*

**San Diego** – *filling in the identified holes*

**Orange County** – *connecting to young families*

**San Luis Obispo** – *serving as a JCC and Federation*

“THE FEDERATION MOVEMENT IS PART VENTURE CAPITALIST, PART JEWISH LIFE CONTINUER, AND FULLY A NATIONAL NETWORK FOR US ALL TO LEAN ON.” -RENEE, JFNA MARKETING DIRECTOR

## 2014 GOALS AND PLANS

**In December 2013, we hosted a Vision Strategy Meeting for our Board and membership base.**

**Our Vision Plan was in need of updating; we had achieved almost all our 5-year goals in just three!**

**There is great value in hearing from all of you. Please continue to get involved and stay involved.**

### 2014 Plan

*Maintain levels of support and participation for:*

Camp Shoresim and Aleph-Tots

Holocaust Remembrance Program

*Look to Expand:*

#### **SLO Jewish Film Festival**

Our festival has a great problem – it's totally sold out each year! Over 76% of our attendees would like to see us expand the festival, so, we are! We will experiment with ways to add additional screenings in 2015, and try a mid-year festival event. Stay tuned!

#### **Hannukah Celebration outside Mission**

Over 300 area residents come for last year's Hannukah party! It's thrilling to see so many young families and community members spin a dreidel together and gather for the festive holiday. But, we've outgrown our space for the community party! We are looking to create a Hannukah Kids Zone in downtown SLO for a safe, fun, and more roomy experience for all that come to enjoy.

#### **JCC-Federation Services**

We are still assessing how to add Senior Programs and Services to the work we do in the community. We recognize that many of our members and supporters would like to see this area developed, and there is evidence that there is a gap in Jewish SLO County life.

We will also continue to assess how to most effectively address the needs of Jewish youth and teenagers in the area, especially through our Shoresim programs.

## Major Goals to Increase Visibility in 2014

Develop an **interactive website** for Jewish SLO County

**Newcomers** package

Possibly relocate **office**

Expand **programming**, possibly including activities that are not inherently Jewish

Undertake a robust **advertising** campaign throughout the year in traditional and social media



## OUR TOUCHSTONES

These touchstones provide a set of guiding principles for our planning, decision-making and discussions.

The touchstones help define JCC-Federation's space within the broad tent of Jewish communal life.

We welcome feedback and your input in further developing our organizational culture.

To get involved, please contact Executive Director, Lauren Bandari at [lbandari@jccslo.com](mailto:lbandari@jccslo.com) or 805-426-5465

1. Everything we do reflects our vision, our beliefs, and our standard of excellence.
2. We make decisions based on what best serves our vision.
3. Everything we create conveys the notion that we impact people's lives – from our programs, projects, activities, and media.
4. We do things only that a JCC-Federation should do. If another organization could/would do it, we most likely would not.
5. We always prioritize what's best for the end user over what's best for other parties.
6. It is not enough to have a given program available if it is not accessible, affordable, and manageable.
7. We are storytellers, not reporters, and touch into the emotional aspect of everything we do.
8. We protect our brand and recognize it as an invaluable asset.
9. We refuse to use our limited resources, short history, local politics, or our own shortcomings as an excuse for any action or inaction.
10. We believe that being idealistic and realistic are not mutually exclusive by being well informed and remaining true to our vision.
11. We target, without prejudice, the Jewish community of the Central Coast, and respect this population's right to define their needs, wants, and priorities.
12. Within the context of a broad tent, all are equally welcome regardless of their age, marital status, sexual preference, Jewish identification and/or affiliation, or family situation.
13. We believe that any time a member of the Jewish community "connects" with any part of the Jewish community, the entire Jewish community is enriched. Therefore, it is our responsibility to encourage, facilitate, and track these connections in all of their forms. At the end of the day, it is the number, nature, quality, and quantity of these connections that provides us with our ultimate measure of success.
14. We seek to build the Jewish community of the Central Coast into a community with one of the highest rates of "participation" in the United States.