



JCCFEDERATION

of San Luis Obispo

Building Jewish community locally, connecting globally

Annual Report 2014



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EXECUTIVE DIRECTOR'S MESSAGE

I'm so thrilled to be putting this annual report together from 2014 and tapping into all we accomplished over the last year. We made so many advances in all 3 of my big "P's" – Programs, People, and Place. This progress ensued even while I took leave for half of the year, showing what traction the JCC-Federation of SLO has in our community and the high quality leadership and support involved.



Our Top Ten of 2014...

10. Maintaining board meetings, staff members, reports, and good cheer
9. Hosting our sixth Jewish-community wide and intergenerational Holocaust Remembrance Program with our speakers Ruth Cairns Baker and Daniel Deitch.
8. Collaborating on a community wide level to the crisis in Gaza over the summer and developing a more efficient protocol on our response to Israeli or international Jewish affairs
7. Putting on another SOLD OUT San Luis Obispo Jewish Film Festival
6. Spending time with Peter Riegert, the "Pickle Man!"
5. Dining, singing, and ending the week together at our Farm to Table Fundraiser, graciously hosted at the home of Bluma and Edward Felix
4. Connecting to international news and politics with journalist and Federation speaker, Leah Stern
3. Elevating our spirits and minds with the seminal Salome Chamber Orchestra - Jewish musicians playing Jewish composed music in a Jewish venue
2. CAMP, CAMP, CAMP! Camps Shoresheim and Aleph-Tots filled our hearts
1. Ending the year all together as a community as we lit the first candle at the bigger and better Hannukah Downtown event – we even beat off the rain!

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A CLEAR PICTURE OF WHO WE ARE

The JCC-Federation of San Luis Obispo is the focal point of Jewish community life in SLO County.



THIS IS WHAT WE DO – 2014

SLO Jewish Film Festival

- Sold out highlight event for SLO
- Brings unique programming to our community and enhances cultural offerings in the county

Hannukah Downtown

- Ecumenical event with over 400 people
- The JCC carries on a 20+ year tradition in downtown SLO
- Each year gets bigger than ever!

Holocaust Remembrance

- 300-500 people to hear survivor testimony
- Intergenerational program
- Ceremony includes music, poetry, art

Camp Shoreshim & Aleph Tots

- Focused outdoors
- Doubled length of programming and enrollment in only its 2nd year
- Looking to expand teen programs in 2015

Jewish Family Services

- Carrying on the Jack Pearl Jewish Family Fund with micro-grants
- Funded camp scholarships
- Piloting a Senior Resource Network

Education

- Speaker programs through Federation
- Continuing Legal Education panel
- Responded to Crisis in Israel
- Monthly discussion group

Culture

- Salomé Chamber Orchestra concert
- Bagel & A Movie program
- Farm to Table dinner with local edibles and wines

Hebrew Roots

- Jewish Land Based Programs Initiative
- Shofar making workshop
- Housed on JCC-Federation's 10.5-acre campus

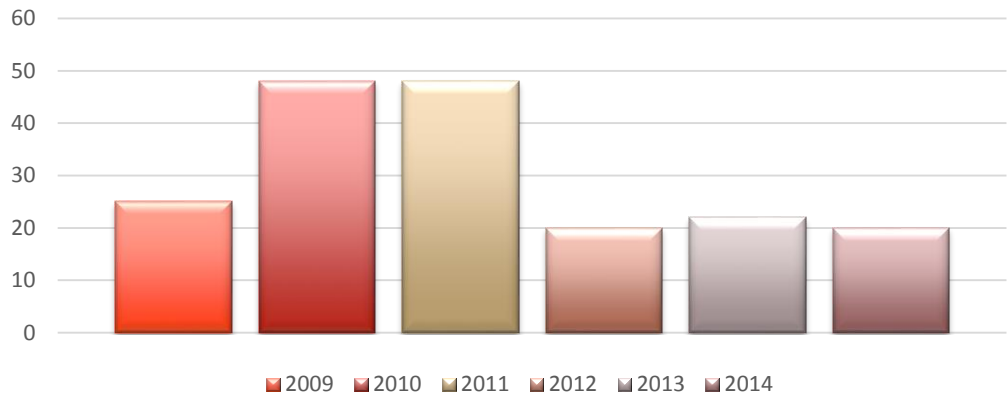
PROGRAMS

2014 Snapshot

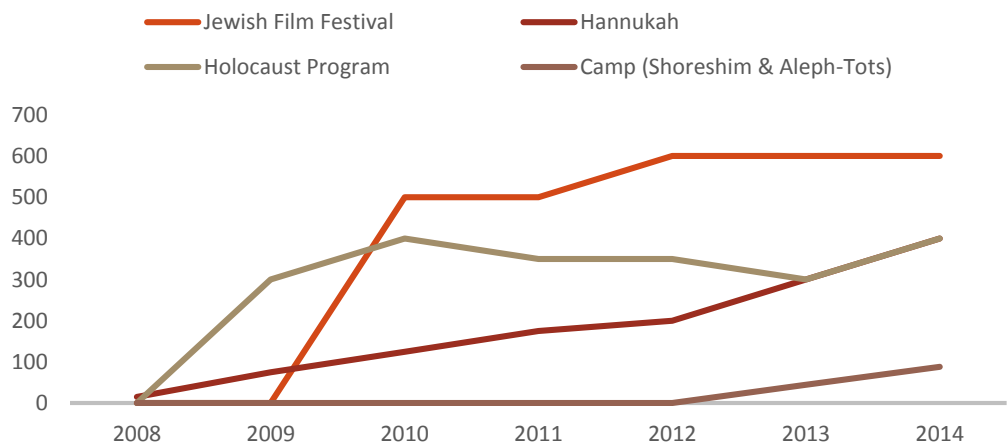
Over the past 6 years, we have experimented with a number of programs and have become known for our key community events.

These major programs continued as our primary focus; with targeted expansions. Additional services were piloted in 2014.

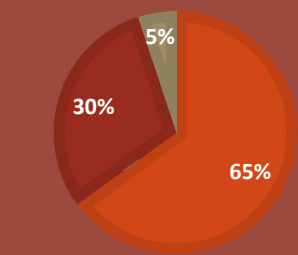
Programs per Year



MAJOR PROGRAM ATTENDANCE

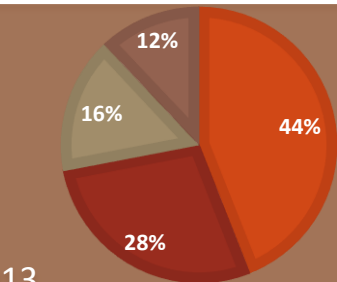


2012



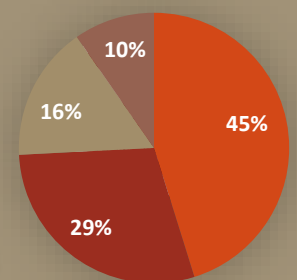
- Education and Cultural
- Children's Programming
- Social

2013



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

2014



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

PROGRAM SPOTLIGHTS: CAMP, CULTURE, EDUCATION

2014 BROUGHT MAGICAL MOMENTS ALIVE WITH THESE WONDERFUL PROGRAMS:

CAMP SHORESHIM AND CAMP ALEPH-TOTS



Fast Facts From 2014

Age Range	5 - 12
Average Age	8
Returning Campers	28
New Campers	16
Attended Both Sessions	8
Supported by Scholarship Fund	8
Special Guests	12
Volunteers	12
Staff	6
Smiles	One Million!



◉ Enjoying Skylodge ◉ Yoga ◉ Toddler time ◉ Happy camper ◉ Obstacle course



Hannukah Downtown

December 16,
2014



What a party!



Holocaust Remembrance

with Ruth Cairns
Baker and
Daniel Deitch



April 28, 2014

PROPERTY SPOTLIGHT

What a year at 875 Laureate Lane!

Our property might be a little tucked away, but it was certainly buzzing in 2014.

OUTDOOR KITCHEN AND PICNIC AREA

Our picnic area and outdoor kitchen features several picnic tables, a bench, a sink, a wood-fired oven, a Santa Maria BBQ pit and a gas grill. Made from materials from our land-sand, straw, clay and water, and sealed with oil and wax. This is a sustainably built structure, created by the hands of [Mudflower Creations](#), and many volunteers.



226 VOLUNTEERS ON THE PROPERTY

Cal Poly WOW week: 64 students - general property maintenance

MLK Day of Service: 73 students (Jewish Campus Groups, including AEPI, AEPhi, and Hillel, plus AmeriCorps) - refinished playground, built greenhouse, general property maintenance

FEMA Corps Service Day: 10 service members - landscaping, irrigation repairs

Cal Poly Kinesiology Students: 7 students - volunteered 10 hours each over the course of their quarter

Cal Poly Agritourism Class: 8 students - worked on a plan for making the property marketable

Cal Poly SUSTAIN Class: 14 students - spent 2 quarters working on marketing the lavender

Cal Poly Construction Management: 5 students - Brought in \$4000 dollars in materials and equipment towards building the outdoor kitchen. Built the roof and excavated the foundation.

Cal Poly Materials Engineering Class: 30 students - Brought in \$1500 of materials and built adaptive garden tools, a Santa Maria style BBQ pit, a sink for the outdoor kitchen, sandwich board signs, a worm compost system, a water feature for wildlife, and worked on erosion mitigation along the creek beds.

Camp: 15 volunteers (adults and students) - Integral part of running the program

Total volunteer work hours in 2014: 3622

VOLUNTEER SPOTLIGHT:

Ethan Lockwood

Ethan dedicated his Cal Poly Senior Project to developing the property.

He volunteered for 3 quarters, built wheelchair accessible raised beds, and assisted daily with Camp Shoresim and Camp Aleph-Tots.

MEMBERSHIP

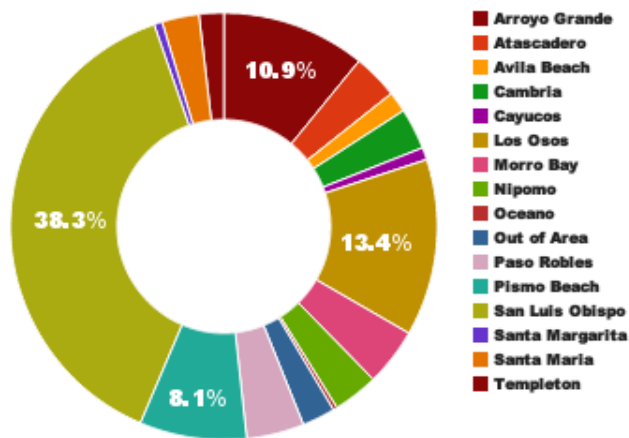
354 Members

as of December 31, 2014

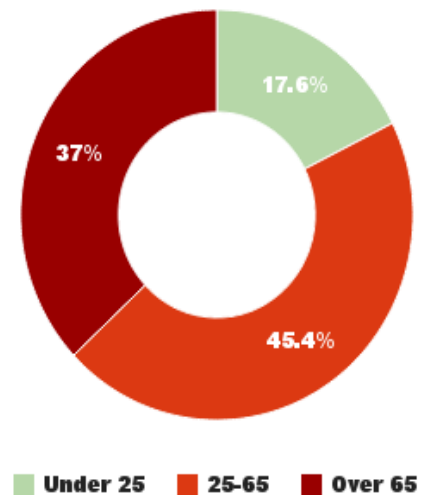
In 2009 we had 12 members...by 2013, 280, and now 354!

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

Membership Geography



Age Breakdown of Membership



PROFESSIONAL AFFILIATIONS

JEWISH FEDERATIONS OF NORTH AMERICA

The JCC-Federation of San Luis Obispo is a Network Community of the Federation system. This connects San Luis Obispo internationally to Jewish communities worldwide and to Israel.

Summer 2014 was intense regarding Israel in the media. Our community gathered together for an important talk in August. From that program came a new **JCC-Federation of SLO response protocol**, including tapping on local academic resources and suggestions from the Federation headquarters.

ASSOCIATION OF JEWISH FAMILY AND CHILDRENS AGENCIES

The Jewish Family Services of the JCC-Federation of San Luis Obispo is an active member of AJFCA, which serves as a national resource for best practices, professional networking, and legislative updates.

MARKETING AND ONLINE



JCC-Federation Facebook page: 290 likes -
37% increase over 2013

Page reach high of 1725 in December 2014



SLO Jewish Film Festival Facebook page: 595 likes –
19% increase

Page reach high of 577 in January 2014

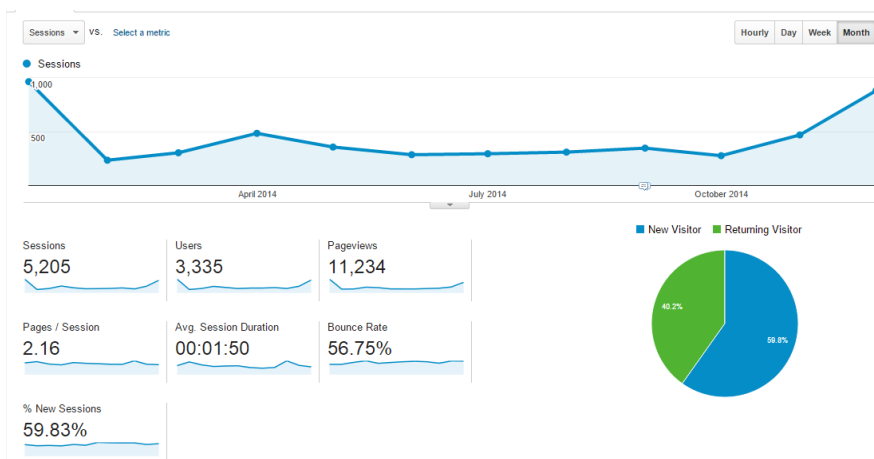


Camp Shoreshim Facebook page: 136 likes –
70% increase

Paid reach high of 1832

Website Analytics – www.jccslo.com

Pageviews up by 4% and visits up by 2%



JCC-Federation E-news Statistics

406 WEEKLY SUBSCRIBERS, 26% INCREASE FROM END OF 2013

38% OPEN RATE (21% INDUSTRY AVERAGE)

VISIBILITY IN THE COMMUNITY

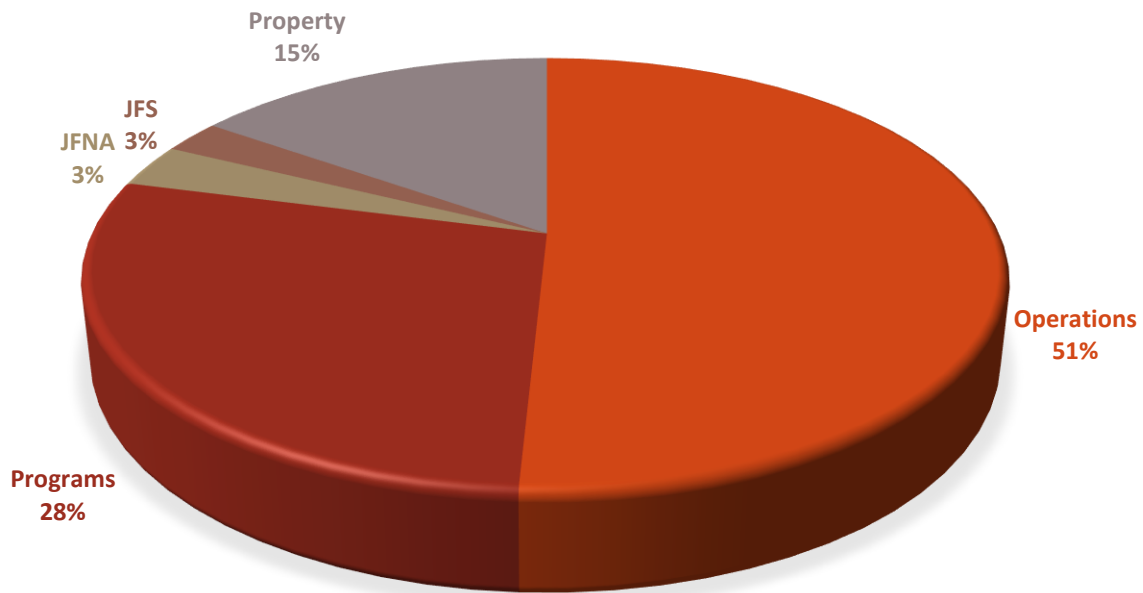
We thank the local media for its generous coverage of our 2014 programs.

Highlights include:

- ✓ COVER picture on the Tribune and feature web video on Hannukah Downtown.
- ✓ KSBY and KCOY's evening news for Hannukah Downtown
- ✓ Dan Krieger on Holocaust survivor, Ruth Cairns Baker
- ✓ SLO Jewish Film Festival honoree, Peter Riegert, interviewed on Dave Congalton, KSBY news, and the Ticket
- ✓ Postcard mailers for Passover and Jewish New Year
- ✓ Happy New Year ad in the Tribune
- ✓ Ads in the New Times, Tribune and Central Coast Family
- ✓ Joined Central Coast Welcome
- ✓ SLO City News feature on Outdoor Kitchen
- ✓ Courtney Mellblom in Edible SLO

VALUE IN YOUR DONATIONS

EXPENSE ANALYSIS 2014



4% increase in operations over 2013

5% reduction in program spending due to sponsorships

1% increase in Jewish Family Services

No change in JFNA allocation and Property

OPERATIONS BREAKOUT

Salary – Executive Director, Assistant Director
 Bookkeeping, Accounting, and Insurance
 General printing, advertising and supplies
 Telecommunications
 Intern stipends, Bank fees, Memberships and Subscriptions
 Updated software systems

PROGRAM BREAKOUT

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

INSPIRED, CARING LEADERSHIP

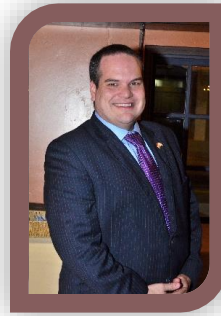
Board of Directors

Jon-Erik Storm, Board President

Adrienne Shivers, Secretary

Phylissa Kwartner, Treasurer

Members at Large: Elisa Feingold, Alissa Feldman Bob Spector, Cynthia Wood



Executive Director: Lauren Bandari

Assistant Director: Courtney Mellblom

Standing Committees

Jewish Family Services, Jewish Film Festival, Camp, Hannukah Downtown, Holocaust Remembrance, Membership



**2014
Volunteer
Honoree**

Irina Star

LEADERSHIP CIRCLE

The JCC-Federation of SLO thanks our generous donors of \$500 or more in 2014

IRA & MARSHA ALPERT

BANDARI FAMILY

MARY & TONY BIANCO

CARSON & NATALIE BRITZ

BOB & SONDR A BROWN

ARTHUR & LYNN CHENEN

DAVE CANVASSER

ELISA FEINGOLD

**ALISSA & AARON
FELDMAN**

EDWARD & BLUMA FELIX

**SHANNON & LAURIE
FITZPATRICK**

ART & CINDY FRIES

**CYNTHIA & HERB
HINDLER**

RABBI MICAH HYMAN

RACHEL & HILLEL JANAI

**DAVID & MARGARET
LEVINE**

MARK MAGNER

**BILL MARTONY &
BERNADETTE PEKAREK**

DIANE & PAT MCKEAGUE

MARTY MELTZ

**JAY MELNICK & LISA
MARMON**

SUSAN STERN-PEARL

**MARK SHERMAN &
DENISE BARILLA**

ADRIENNE & JIM SHIVERS

STEVEN SINGER

BOB & SHEILA SPECTOR

PAUL & ILENE STALLMAN

JON-ERIK & LARA STORM

ELIZABETH STORM

**CHRIS TOEWS & MIMI
NAISH**

WENDY WEISS

BUSINESS SPONSORS AND MEMBERSHIP

2014 Launched Business Memberships

Over the past year, the JCC-Federation has successfully launched its business membership and sponsorship program. It's a win-win relationship – businesses support our major programs, and we highlight their names in our communications.

Basic business memberships start at \$180, and go up from there depending on sponsorship levels.

THE JCC-FEDERATION THANKS THESE BUSINESSES FOR THEIR GENEROUS SUPPORT

Camp Sponsors

The Law Offices of Jon-Erik Storm

AJR Web

Big Sur Bars

Hannukah Downtown Sponsors

Bravo Pediatrics, Pederson Pediatric Dentistry, Whole Foods, All About Events, The UPS Store, Robbins Family Farms, Wholesome Chow, Von's, SLO Donuts, Tom's Toys, The New Times, Sonrisa Photography

Jewish Film Festival Sponsors

The New Times, Epoch Wines, Graves Winegrowers, BBRC Law Firm, Skin Enhancement Center, Stallman Cosmetic Surgery, Whole Foods, Blonsley Law, Art Fries, Coast National Bank, Frederick Law Firm, Toews & Murphy, Pismo Vitality, J. Lohr Vineyards and Wines, Congregation Ohr Tzafon, Dignity Health and Weight Loss Surgery Institute, Mission Property Group, La Cuesta Inn, Quality Suites

Special Events

SLO Fresh Catch at Bagel & A Movie

Negranti Creamery at Farm to Table

Central Coast Creamery at Farm to Table

BUSINESS SPONSORSHIPS HELP US BY:

Supporting our Jewish day camp

Providing a memorable Hannukah to the community

Bringing diverse cultural programs

Contributing to the success of the SLO

Jewish Film Festival

Connecting to JCC Membership

"I WANT MY BUSINESS TO SUPPORT CULTURAL AND DIVERSE PROGRAMS IN SAN LUIS OBISPO" - COAST NATIONAL BANK

"WE LIKE TO HELP COMMUNITY ORGANIZATIONS OUT" – ALL ABOUT EVENTS

2015 GOALS AND PLANS

Last year's plan was to expand on the Jewish Film Festival, Hannukah Downtown, and our services, while maintaining support and participation for our Camps and Holocaust Remembrance Program.

We're proud to see those goals have been met, and we have even more in store for 2015!

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

THE ANNUAL PLAN

MAINTAIN LEVELS OF SUPPORT AND PARTICIPATION FOR:

Camp Shoresim and Camp Aleph-Tots

Holocaust Remembrance Program

Various cultural and family programs

STILL CONTINUE TO EXPAND:

SLO Jewish Film Festival

Our festival has been a tremendous success, and a cultural gem of San Luis Obispo that we are always excited to put on. And, we know there is tremendous potential the festival has to capture, and we will keep working at it!

Hannukah Downtown

We were thrilled to see the hundreds that came out for our first night celebrations, and thank the committee and sponsors tremendously for making the event such a success. We even closed down streets for our big party! Yet, we have a great problem – we need even more space for next year.

Jewish Family Services

Our JCC-Federation is proud of the work we have done with our social services arm and micro-grants and scholarships we have distributed from the Jack Pearl Jewish Family Fund. But, we're not stopping there! Our areas of focus for growing JFS in 2015 are:

ESTABLISHING OUR NAME IN THE COMMUNITY

CASE AND GRANT MANAGEMENT

SENIOR RESOURCE NETWORK AND AGING SERVICES

COMMUNITY OUTREACH AND ACTIVITIES

Major Goals to Increase Visibility in 2015

Open a downtown office hub!

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

Initiate a **Newcomers** package

Expand **programming**, for young adults, families, and seniors

Maintain **advertising and communication** levels

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 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.