

ANNUAL REPORT 2017



JCCFEDERATION

of San Luis Obispo

Building Jewish community locally, connecting globally

2/5/2018

JCC-Federation of San Luis Obispo

An extraordinary year
made possible by you

Annual Report 2017

JCC-FEDERATION OF SAN LUIS OBISPO

THANK YOU

For helping us get to where we are

- Continued successes in community building through our programs and services
- Reached over 1000 members in 2017
- 20% Increase in Repeating Donors
- 10% Growth in Program Attendance
- 20% Increase in Camper Attendance and Scholarships
- Sustained our responsibility toward helping vulnerable Jewish communities globally
- Nationally and locally recognized as fastest growing organization of its kind in the country

Our Impact

Over 10,000 individuals engaged with the JCC-Federation in 2017, thanks to your support. This means thousands of people attended our programs, visited our website, volunteered their time, or requested agency services. We are proud in how this impact reverberates throughout SLO County and achieves our mission as the local Jewish community center and Federation.

Financial Highlights

This report includes our pre-audited annual financial report. Major highlights of 2017 include:

- Balanced budget with surplus
- Operated with over **\$105,000 of in-kind services donations**

Revenue (% of Total)	
Annual Campaign	56%
Special Events	12%
Sponsorships and Grants	12%
Camp	15%
Lease on Grounds	5%

Expenses (% of Total)	
Programs	68%
Personnel	20%
Infrastructure	12%

2017 ACCOMPLISHMENTS

The JCC-Federation of San Luis Obispo was proud to have enhanced our community in these new and engaging ways:

- **Community Grants Program:** Last year the JCC-Federation of SLO awarded over \$1000 in community grants to local Jewish 501c3 organizations. These funds allowed Hillel to host a Shabbat dinner with area Jewish teenagers, and supported Youth Symphony musicians at a community Holocaust Remembrance Program. The grants are designed to encourage and enable local Jewish organizations to implement broad community-based programs that bring the Central Coast together.
- **Saplings Outdoor Enrichment Program:** Saplings is a nature based program for ages 3-5 that opened on the JCC property in Fall 2017. It runs year-round and enhances the usage of the property.
- **Extended Family Programs:** With the assistance of a Cal Poly intern, the JCC-Federation of SLO hosted an additional family programs on campus that connect to Jewish holidays and roots as well as grew the Apples and Honey Festival.
- **Continuing Property Development:** This past year the JCC-Federation implemented a redesigned Master Plan for our 10-acre property.
- **SLO Delegation at JFNA General Assembly:** One of the largest Jewish conferences in the country took place in Los Angeles in November 2017. The JCC-Federation of SLO is a proud member of this network and looks forward to participating, meeting other communities similar to ours, and hearing speakers that address the most pertinent issues that face our Jewish communities today.

2018 INITIATIVES

The JCC-Federation of San Luis Obispo is pleased to announce the following programs and services to be launched this calendar year:

- **Hillel Leadership Fellows and Increased Community Engagement:** Each quarter, 1-2 students from Hillel of San Luis Obispo will learn and lead in programming. In addition, the downtown hub will be open for student study time and group learning.
- **Increased Social Media Focus:** Online presence matters and reaches thousands. A Leadership Fellow will serve as our Social Media Intern and increase our online reach.
- **Expanded Youth Programs and Festivals:** Pizza and pool parties and a bigger Apples & Honey Festival are on the docket for 2018.
- **Jewish Conference/Festival Development:** The JCC-Federation will develop a new special festival featuring authors, philosophers and speakers for our community and campus.
- **Property Usage and Development:** The JCC-Federation will host more events using our Outdoor Kitchen space at the property. A focused initiative implementing the updated Master Plan is already underway.

Financial Statements

STATEMENT OF FINANCIAL POSITION DECEMBER 2016 AND 2017

	<u>2017</u>	<u>2016</u>
Assets:		
Cash and cash equivalents	34,358 ⁱ	29,494
Fixed Assets (Land, buildings, and equipment):		
Land	220,000	220,000
Buildings	645,000	645,000
Furniture and Equipment	1,818	718
Accumulated Depreciation	(227,403)	(227,403)
Acc Depreciation (Furn & Equip)	(1,908)	(1,044)
Intangible Assets	100	340
Total	638,715	637,611
Other Securities (tenant obligation)	181,617 ⁱⁱ	186,594
Total Assets	<u>853,582</u>	<u>853,699</u>
Liabilities and net assets:		
Short-term liabilities	0	0
Long-term debt (mortgage)	264,247	271,488
Total	264,247	271,488
Net Equity:		
Unrestricted Assets	574,843	574,893
Temporarily Restricted	6,093	6,093
Retained Earnings	1,284	(19,027) ⁱⁱⁱ
Net Income	7,114	20,301
Total Equity:	589,335	582,211
Total liabilities and net assets:	853,582	853,699

ⁱ All figures are rounded to the nearest whole dollar amount.

ⁱⁱ This figure reflects the balance owing of our tenant's responsibility towards our mortgage. The land is owned wholly by JCC Federation-SLO, our tenant is obligated to pay an agreed upon percentage of our mortgage. JCC net mortgage liability is the long term debt less other securities. For end-of-year 2017, this amount is \$82,630.

ⁱⁱⁱ This is not an operational loss, it is due to additional depreciation expense we are entitled to and reported on our 2015 Form 990, per CPA tax adjustments.

Financial Statements

STATEMENT OF ACTIVITIES YEAR ENDED DECEMBER 31, 2017

	<u>2017</u>	<u>2016</u>
Unrestricted revenues and gains:		
Contributions & Programs	107,309	100,863
Income from property, plant, and equipment	6,636	14,452
Other investment income	128	0
Tributes & Bequests	10,000	15,509
Total Unrestricted Revenues and gains:	124,224	130,824
Unrestricted expenses and losses:		
Management and general	25,540	32,684
Fundraising	6,447	8,650
Programming	70,970	43,665
Expenses for property, plant and equipment ⁱ	14,152	25,599
Total Unrestricted expenses and losses:	117,109	110,598
Gain (Loss) in temporarily restricted net assets:	(1,004)	(164)
Change in net assets	7,115	20,302
Net assets at beginning of year	582,211	561,909
Net assets at end of year	589,335	582,211

ⁱ Includes depreciation expenses

Leadership Circle Donors

The JCC-Federation of San Luis Obispo extends its gratitude to our contributors at all levels of support. We acknowledge our Leadership Circle donors for their exceptional level of giving.

*Leadership Circle donations start at \$500. Names in **bold** indicate donations of \$1800 or more.*

Libbie Agran	Arthur & Cindy Fries	Pilch Family Foundation
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2017 JCC-Federation Donors

The JCC-Federation of San Luis Obispo extends its gratitude to all our 2017 contributors

Congregation Ohr Tzafon	Stephanie Carlotti	James Graff-Radford
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2017 JCC-Federation Donors

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	Andrea Smith	Roxanna & Rami Zarnegar

EXECUTIVE DIRECTOR MESSAGE

When I took on the leadership role eight years ago, I certainly could not have imagined the growth and sustained impact of our agency. As the area's JCC and Federation, we strive to bring to the community programs that are engaging and cultural, serve as the nexus to community organizations and the global Jewish network. We run a camp, a film festival, a Jewish Family Service, cultural programming, and try to inspire connections. We do a lot, and we truly love it.

Thank you for being a part of this adventurous ride in community building. Because of your support in 2017, we engaged more people of many ages and backgrounds, provided more service and community advocacy, and maintained healthy operations. But amidst the great triumphs of the past year, we look forward to the challenges of next.

So, we invite you to stay with us as we continue this charge as the JCC-Federation for San Luis Obispo County. We welcome you to push us to higher places, and take on leadership roles in your support and advocacy. We cannot do any of this without you – thank you.

Sincerely,



Executive Director, JCC-Federation of SLO

Staff and Board of Directors

2018 Incoming Board:

Adrienne Shivers (President), Stephanie Carlotti, Vernanne Cohen, Elisa Feingold, Alissa Feldman (Secretary), Brenda Hock (Treasurer), Jake Kaufman (Vice President), Bonnie Lee, Fred Russell, Ellen Sklar, Susan Stern-Pearl, Bob Spector (past president)

Staff:

Lauren Bandari, Executive Director
Caroline Cohen, Office Manager
Julia Valentine, Camp and Saplings Director

Agency Information:

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