

ANNUAL REPORT 2020



JCCFEDERATION

of San Luis Obispo

Building Jewish community locally, connecting globally

2/23/2021

JCC-Federation of San Luis Obispo

Another tremendous year
made possible by you and
your support

Annual Report 2020

JCC-FEDERATION OF SAN LUIS OBISPO

MAJOR HIGHLIGHTS FROM 2020

Your support helped us achieve key milestones this year, including:

- Running a successful virtual Jewish Film Festival, creating opportunities for the future to increase the reach of the program
- Growing to over 2,180 members in 2020, an 18% growth rate increase from 2019
- Securing \$7,000 in grants for Jewish Family Services assistance from local foundations, helping 58 JFS clients with emergency assistance and necessities
- Community advocacy and Anti-Semitism awareness continues to bring the local community together to combat hate and discrimination
- Running a virtual Jewish day camp with support from volunteers and donors, offering a no fee program to all participants
- A great community effort to continue the tradition of Hanukkah Downtown at the Old Mission in San Luis Obispo

Our Impact

Over 159,000 individuals engaged with the JCC-Federation in 2020, thanks to your support! This year, despite the COVID-19 pandemic, was our **highest level of engagement ever**, which means thousands of community members and leaders visited our JCC website, attended one of our in-person events, interacted with us on social media, or needed assistance through our social services agency. We will continue to serve as the focal point of Jewish community life in San Luis Obispo County and beyond. We also continue striving to “Build community locally, and connect globally” through our programs and services. Thank you for being a part of our success!

FINANCIAL HIGHLIGHTS

This report includes our pre-audited annual financial report. Major highlights of 2020 include:

- Raised **\$55,139** from Leadership Circle and Sustainability Donors
- Operated with over **\$57,816 of in-kind services and donations**
- Ended the Fiscal Year 2020 with **net income over \$12,800**

Revenue (% of Total)	
Annual Campaign	42%
Special Events and Gifts	17%
Camp	5%
Jewish Film Festival	21%
Jewish Family Services	13%
Property	4%

Expenses (% of Total)	
Programs	26%
Operations	58%
Infrastructure	4%
Jewish Family Services	11%

FINANCIALS EXECUTIVE SUMMARY - 2021

The budget for fiscal year 2021 is proposed in this report and authored by the Board of Directors, Budget Committee, and the JCC Manager. Overall, a conservative budget is being proposed, mindful of projected gains and losses for specific programs and focused on minimizing operational costs.

The 2021 budget is organized by Organizational Revenue and Program Revenue. Expenses are treated in the same manner.

Please find the [2021 JCC Official Budget here](#).

Notes on 2021 Revenue

The Revenue portion is a projected amount of income generated from fundraising events. This specific amount will allow the JCC to balance out its 2021 budget. Please note these events require volunteer commitment and very limited expense since there is limited allocation for fundraising event expenses. General supplies or printing may be used for these special events, however, the bulk of these events must be underwritten.

In addition, the majority of Organizational Revenue comes from the end-of-year donation appeal letter, seen as donations under the Annual Campaign to sustain the operations of the JCC. Multi-Year Commitments, those who donate at least \$1,000 a year for 5 years, are treated in the same manner for general operations.

Property Income, associated with our JCC Property at 875 Laureate Lane, comes mainly from special events on the property and tennis income, paid by tennis members. Please note, property events can require volunteer commitment and associated expenses.

The JCC's Jewish Summer Camp for children will continue to follow CDC health guidelines. This program has always been successful due to volunteer commitments and sponsorships.

If there are revenue shortfalls, there are possible ways to make up for the deficit, including Newsletter Advertising, Website Advertising and Merchandise.

Notes on 2021 Programs

The Program pieces of the budget are organized by major activities to clearly see the profit/loss on each cost center, including:

- SLO Jewish Film Festival
- Camp
- Special Events (ie: music concerts, High Holiday and Passover baskets)
- Hanukkah Downtown

Please note only revenue-generating programs were categorized as cost centers for 2021. Programs are subject to change should there be the planning, management and sponsorship available.

Notes on 2021 Expenses

In Expenses, operations are budgeted so basic needs of the non-profit are met, including staff, spaces, supplies, insurance and financial management. Certain expenses have been reduced for this budgetary year, including an allocation to Jewish Federations of North America. Staff salaries are included in a way entirely dependent on the proposed revenue model.

This 2021 proposed budget reflects an analysis of the 2020 operational, programmatic and property expenses.

Key Components

- Risk averse budget
- Maintain nonprofit operations
- Impact of the global pandemic
- Additional revenue streams

JEWISH FAMILY SERVICES EXECUTIVE SUMMARY - 2020

In 2019:

28 people contacted JFS
7 received information & referrals
5 received financial assistance
Spent less than \$1000

In 2020:

110 people contacted JFS
96 received information & referrals
87 filled out applications
58 received financial or material assistance for a total cost of \$9133

Individual microgrants ranged from \$14 to \$400
Total amount requested was over \$65,000 (estimated)

We received 2 grants totaling \$7000 to be used solely for people directly affected by Covid-19:
\$5000 from the Community Foundation of San Luis Obispo County \$2000 from
the United Way of San Luis Obispo County.

There were 5 categories of assistance requested:

Transportation: \$2019

Housing: \$4269

Utilities: \$1878

Food: \$340

Other: \$602

The majority of microgrants went to transportation needs like gas, car repair, registration, insurance, and bus passes.

Other expenses of \$602 were for medication, medical equipment, medical supplies, work clothes, funeral expenses, and cooking supplies. Again, these were expenses not covered by other agencies.

Some examples of how JFS helped in 2020 are:

Provided gas cards to people with cancer who could not afford to travel to their medical appointments and treatments.

Working with the ECHO homeless shelter, paid partial rent deposit so that a mentally ill homeless person could move into permanent housing.

Worked with JFS Portland to help a SLO County resident who was stranded in Oregon after visiting a critically ill relative get back home.

Assisted a homeless family living in their unregistered van with smog and registration fees to prevent the police from towing it. The father is disabled and the mother is being treated for breast cancer. Worked with other social service agencies and now they are in permanent housing.

Helped a woman living on Social Security pay partial funeral costs when her husband of 47 years died of Covid. The family later reimbursed JFS.

Contacted the American Legion who paid half the payment of a past due water bill for a disabled veteran. JFS paid the other half to get the person current and end late fees.

2020 ACCOMPLISHMENTS

The JCC-Federation of SLO enhanced our community in these new and engaging ways:

- **Increased Program and Online Reach:** We continued to offer innovative and unique programs and events and more people than ever participated in 2020. We expanded our reach by approximately 350% from 2019.
- **Increased Membership:** JCC membership increased by 18% from 2019.
- **Increased Volunteer Participation:** Volunteer participation increased more than 244% from 2019. Volunteers were essential in delivering camp baskets, Holiday bags, and the Jewish Film Festival.
- **Jewish Film Festival:** Our first ever virtual San Luis Obispo Jewish Film Festival, our 11th year, generated the highest revenue in our festival's history. Although there was a major learning curve with the new platform and technology, there was tremendous community engagement and support from local partner organizations and individuals.
- **JCC New Camp:** A virtual day camp was organized to bring children throughout the Central Coast together with fun, at-home activities, learning about Jewish values and traditions. The program included six different box themes (i.e. Let's Celebrate Shabbat) and corresponding

activities, music videos, and story times. JCC New Camp was provided free to camp families, volunteer run, and home deliveries were made to each camp family.

- **North County Collaboration:** We continue to strengthen our ties and relationships with the Jewish community in North County. Resources and communication are shared with Congregation Ohr Tzafon members and leaders. We began a new initiative of a JCC-ECHO Meal Serve Team to increase our North County engagement in 2021. New technologies also give us more opportunities to innovate and gain additional North County participation into the future. As of 2020, there are approximately 150 North County households involved in the JCC.
- **Jewish Family Services assistance:** Please read the “Jewish Family Services Executive Summary - 2020” found on pages 5 and 6. Holiday deliveries of Passover baskets and Rosh Hashanah bags to JFS clients and JCC New Camp families spread joy during these holidays - a total of 33 Passover baskets and 71 Rosh Hashanah bags were distributed.
- **Caring Callers Program**
 - Since in-person activities were greatly reduced or even eliminated to minimize the risk of spreading the virus, we created a program to connect volunteers with people in the community who felt isolated.
 - By the end of 2020, JFS of SLO County had 10 volunteers from the community reaching out to 10 people on a regular basis.
 - We look forward to expanding the services offered in 2021 once the pandemic winds down and when direct contact among people is safe to resume.
- **Jewish Deli Day:** Partnered with SLO Provisions restaurant to create two Jewish Deli Days, where a portion of the revenue from the event would be donated to the JCC. This was a successful program because not only did we have 130 customers, but also we generated gross revenue of approximately \$10,000. We look forward to offering more Deli Days in the future and improving the experience along the way.
- **Community Affairs Council:** Participation from our Committee Chairs in local endeavors like PACT (Police and Community Together) - San Luis Obispo Police’s coalition of diverse community organizations, and the Diversity Coalition of SLO County. The Council is keeping a pulse on all incidents of discrimination, hate crimes, and Anti-Semitism in SLO County, keeping in constant contact with the Anti-Defamation League office that covers Santa Barbara/Tri-Counties. Council actions have been taken, especially when it comes to responding to acts of Anti-Semitism, most recently with the Anti-Semitic attack at the local Jewish fraternity house, Alpha Epsilon Pi. We will continue to advocate for Anti-Semitism awareness and make sure that the Jewish voice is heard in all forms of local community advocacy.
- **Hanukkah Downtown:** The annual candle-lighting of the public hanukkah was held at the Old Mission in San Luis Obispo on each night of Hanukkah, December 10th-17th, 2020. RSVPs were taken to comply with health and safety protocols due to the COVID-19 pandemic. Each local Jewish organization chose a night to lead the candle-lighting ceremony. To gain further engagement, the candle-lighting was live-streamed each night on the JCC’s Facebook page, which gathered a total of 796 views across all 8 nights, averaging approximately 100 views per night. The Downtown Association of San Luis Obispo included our Hanukkah Downtown program as part of their “Light Up Downtown” initiative, spreading safe ways to celebrate the holidays. Banners for each holiday, including Hanukkah, were up on light posts throughout Downtown San Luis Obispo. Although different, this year’s Hanukkah Downtown brought light during an uncertain time.

- **Leadership Circle and Sustainability Donors:** Leadership Circle Over \$55,000 was donated to the JCC from Leadership Circle members, those who donate at least \$500. Sustainability donors is a group of members who donate at least \$1,000 a year for 5 years through the annual campaign. We continue to seek additional Sustainability Donors and Leadership Circle members for the future.

2021 INITIATIVES

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

- **Central Coast Festival for Jewish Learning in 2022:** The JCC-Federation will work with Cal Poly and Jewish student organizations at the school to develop and run a Jewish learning festival featuring authors, philosophers and speakers for our community and campus, celebrating Jewish life and culture.
- **Property Usage and Development:** The JCC-Federation will continue hosting events at the Laureate Lane property. A focused initiative implementing the updated Master Plan continues. The JCC clay tennis court continues to be a significant revenue generator for the property. A JCC summer camp will take place at the property if local health conditions allow.
- **Expand Community Advocacy:** Partner with other local diversity organizations and increase participation in greater community activities to make sure the Jewish voice is heard and reflected.
- **Expand Opportunities for Connecting and Engagement:** Use existing programs/events and create new programs/events to increase unengaged Jews and non-Jews alike in San Luis Obispo County and the surrounding areas through a variety of communication strategies and methods.

Financial Statements

STATEMENT OF FINANCIAL POSITION DECEMBER 2020 AND 2019

	<u>2020</u>	<u>2019</u>
Assets:		
Cash and cash equivalents	55,440 ⁱ	60,822 ⁱ
Fixed Assets (land, buildings and equipment):		
Land	220,000	220,000
Buildings	645,000	645,000
Furniture and Equipment	1,796	1,796
Accumulated Depreciation	(243,941)	(243,941)
Acc Depreciation (Furn & Equip)	(3,708)	(2,844)
Intangible Assets	(400)	180
Total	618,746	619,850
Other Securities (tenant obligation)	174,701 ⁱⁱⁱ	174,701 ⁱⁱ
Total Assets	<u>848,887</u>	<u>855,373</u>
Liabilities and net assets:		
Short-term liabilities	0	0
Long-term debt (mortgage)	245,866	250,309
Total	245,866	250,309
Net Equity:		
Unrestricted Assets	548,753	579,635
Temporarily Restricted	36,855	10,882
Retained Earnings	4,779	3,904
Net Income	11,929	2,039
Total Equity:	602,316	591,672
Total liabilities and net assets:	848,887	<u>855,373</u>

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

ⁱⁱ Tenant invested in construction of a community room (Klein Room at TNS).

ⁱⁱⁱ **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 2020, this amount is \$71,165.**

Financial Statements

STATEMENT OF ACTIVITIES YEAR ENDED DECEMBER 31, 2020

	<u>2020</u>	<u>2019</u>
Unrestricted revenues and gains:		
Contributions & Programs	86,860	109,446
Income from property, plant and equipment	3,900	300
Other investment income	4	0
Tributes & Bequests	0	0
Total Unrestricted Revenues and gains:	90,764	109,746
Unrestricted expenses and losses:		
Management and general	46,163	31,080
Fundraising	6,530	4,921
Programming	22,475 ⁱ	52,771 ⁱ
Expenses for property, plant and equipment ⁱⁱ	3,666	5,494
Total Unrestricted expenses and losses:	78,835	104,061
Gain (Loss) in temporarily restricted net assets:	0	0
Change in net assets	10,641	2,039
Net assets at beginning of year	591,672	601,529
Net assets at end of year	602,316	591,672

ⁱ Significant reduction in property programming expenses due to Covid-19

ⁱⁱ Includes depreciation expenses

Leadership Circle and Sustainability Donors

The JCC-Federation of San Luis Obispo extends its gratitude to our contributors at all levels of support. We acknowledge our Leadership Circle and Sustainability donors for their exceptional level of giving. *Leadership Circle donations start at \$500. Names in **bold** indicate sustainability donors.*

Libbie Agran

AJRWeb, Inc.

Alpha Epsilon Pi - Cal Poly

Apple Farm Inn

Ron & Sandra Baers

Lauren & Armin Bandari

Mary L. Bianco

Ilene Brill

Carson and Natalie Britz

City of San Luis Obispo

The Community
Foundation of San Luis
Obispo County

Congregation Beth David

County of San Luis
Obispo

Vernanne Cohen

Epoch Wines

Bluma & Edward Felix

Joseph Fram & Bonnie
Birch

Arthur & Cindy Fries

Gail Gresham

Healthy and Harmony
Media

Robert & Jamie Hill

Brenda & Jules Hock

Jake & Wendy Kaufman

Margaret & David Levine

Jay Melnick & Lisa
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Mimi Naish & Chris Toews

Richard & Patti Namm

Natural Investments, LLC

Palm Theatre

Petit Soleil

Judith Propp

Esther & George Pudlo

Quality Inn & Suites

Patti & Robert Robbins

**Irwin Joseph & Gail
Schwartz**

**Susan Schneider & Joel
Siegel**

San Luis Creek Lodge

Sandra & Isaac Shafran

Robert & Sheila Spector

Susan Stern-Pearl

Adrienne & Jim Shivers

Heidi & Bob Turbow

Temple Ner Shalom

Toews Law, Inc.

Julia Valentine

UBS

United Way of San Luis
Obispo County

2020 JCC-Federation Donors and Contributors

The JCC-Federation of San Luis Obispo extends its gratitude to these generous supporter

<i>Barrett Family Orthodontics</i>	Betty Skatoff	Dawn Rudy
<i>Casa San Miguelito Avila Beach</i>	Beverly Cohen	Debbie & Neal Moller
<i>Certified Auto Repair of SLO</i>	Bill Wagner & Shirley Stack	Debra Foster
<i>CG Bookkeeping</i>	Binah & Rouvaishyana Polay	Debra Stiles
<i>Chabad of SLO/Cal Poly</i>	Blake Reed	Denise Barilla & Mark Sherman
<i>City of San Luis Obispo</i>	Blanche Sharpe	Denise Leader Stoeber
<i>Congregation Beth David</i>	Bonita Zisla	Diana Wright
<i>Congregation Ohr Tzafon</i>	Bonnie Watson	Diane Borad-Mirken
<i>GALA Pride & Diversity Center</i>	Brad Parker	Donna Klein
<i>Hotel Buena Vista</i>	Brad & Lorraine Friedman	Dorothy Tuman
<i>Liberty Hill Foundation</i>	Brett & Allison Lebed	Dr. Daniel & Melissa Lapidus
<i>NAACP - San Luis Obispo</i>	Brittany Schwartz	Dr. David & Margaret Levine
<i>County Chapter</i>	Bruce Freeberg	Dr. Dennis Richardson
<i>Network for Good</i>	Bruce Silverberg	Dr. June Kramer
<i>Temple Ner Shalom</i>	Bruce Wagner	Dr. Mark Sada & Elana Harway
<i>Temple Beth El</i>	Carol Berger	Ed Reading
<i>The Kinney San Luis Obispo</i>	Carol Nelson-Selby	Elaine & Rami Shani
<i>San Luis Obispo Hillel</i>	Carol Stern	Elisa Feingold
<i>South County Havurah</i>	Casey Arnold	Elizabeth Ruderman Miller
<i>Adrienne & Jeremy Barrett</i>	Catherine Lockett	Elizabeth Dee Steinberg
<i>Amy Hormann</i>	Chantal Stewart	Ellen & Harry Sturtz
<i>Andrea & Jeffrey Portney</i>	Cheri Grimm	Emil & Kathy Flock
<i>Arne Markoff</i>	Charles Fishman	Emily Rosten & B.K. Richard
<i>Arthur & Cynthia Birnbaum</i>	Charles & Leslie Cohn	Erin M. Avila
<i>Arthur & Ellen Rosten</i>	Christine Braun	Elizabeth Parker
<i>Barbara Bell</i>	Clara Rosenbluth	Fern Miller Godden
<i>Barbara Frasher</i>	Connor Bayly	Fred & Sophia Kelley
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<i>Ben & Susie Lerner</i>	Courtney Mellblom	Frederic I. Enfield
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<i>Beryl Levine</i>	Daniel & Lori Weitz	Gail Ryff
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Annual Report 2020

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Sharon Suits	Suzanne Werle	Yishai & Kristin Horowitz
Sharon & David Wolff	Sybil Jacobs	Zachary Golden

JCC MANAGER'S MESSAGE

What a whirlwind of a year it has been. As I came into this position one year ago, I could not have imagined that we would have been through almost an entire year of a global pandemic. This caught all of us by surprise and threw a wrench in our plans for what we wanted to achieve both personally and professionally. However, we shifted our mindset and offered programs and events that I am proud to be a part of, serving the needs and wants of our local Jewish community and beyond.

Thank you for being a part of this wild ride with us. None of this would have been possible without your participation and support. We do a lot and it is an honor and a pleasure to serve this community, especially during these challenging times.

We encourage you to be a part of our future by being on a committee, taking a leadership role, and participating in our programs and events, helping lead the JCC-Federation of SLO into a sustainable and just future. Help us build community locally, and connect globally. Todah rabah!

Bobby A. Naimark

JCC-Federation Manager, JCC-Federation of SLO

BOARD PRESIDENT'S MESSAGE

As I'm writing this, I am also waiting online to get an appointment for the COVID-19 vaccine (unsuccessfully). I'm sharing this because it is such a stark contrast to where we were a year ago.

When I started this volunteer position, the Pandemic had not yet arrived. It was only a few weeks until I had to make my first big decision- postponing our celebration of Lauren Bandari for her ten years of leadership. Soon after, it was Camp Shoresheim.

The Pandemic forced us to think outside the box to find new ways to stay connected and working on our goals. Camp Shoresheim became JCC New Camp, a virtual six week camp serving families stretching from Cambria to Vandenburg. Each week we provided activities steeped in Jewish tradition, packaged and delivered by volunteers, to campers, free of charge.

We learned we could stay connected by offering drive-in movie nights, a drive-in concert, Jewish Deli Days, and a very successful San Luis Obispo Jewish Film Festival that reached movie lovers across the country and here at home.

Our Jewish Family Service was able to help many people who needed a helping hand because of COVID-19. Grants from the United Way and the Community Foundation gave us the ability to respond to the overwhelming need.

I learned that, together, we are resilient, creative, innovative, kind and generous in our endeavors to keep connected, be supportive and practice Tikkun Olam. This has been an unexpected adventure, made exciting and fulfilling because of all your volunteer hours, donations, and willingness to try something new with us.

I look forward to whatever comes next because I know we can meet the challenges that may be around the corner.

Thank you for the privilege of your support.

Gail Schwartz

Board President, JCC-Federation of SLO

Staff and Board of Directors

2021 Incoming Board: Gail Schwartz (President), Richard Namm (Treasurer and Jewish Family Services Chair), Mimi Naish (Secretary), Jake Kaufman, Liz Ruderman Miller, Brenda Hock, Lauren Bandari, and Susan Stern-Pearl

Staff: Bobby Naimark, JCC Manager / Julia Valentine, Camp and Property Director
Ilene Brill, Jewish Family Services Intake Coordinator / Rosa Britz, Volunteer Office Administrator

2020 Award Recipients and Acknowledgements:

Virtual Superhero of the Year Award - Bruce Silverberg and Mark Getten

Agency Information

Operations - 10180 Los Osos Valley Rd, San Luis Obispo, CA 93405
Grounds - 875 Laureate Lane, San Luis Obispo, CA 93405
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