



Annual Report 2009/2010

During a year of increased demand for client services combined with diminished financial resources, JFS of MetroWest continued its efforts to provide innovative, responsive services to address community needs.

SERVICE HIGHLIGHTS

JFS provided a significant response to community members impacted by the economy. With support from the UJC MetroWest HELPS Initiative, JFS provided subsidized counseling, intake and referral services and direct financial assistance. These services saw a marked increase in demand, with a 60% increase when compared to a year ago. The intensity of these cases is magnified as many clients struggle with the impact of expired unemployment benefits and COBRA coverage.

JFS continued to implement its highly successful JFS Synagogue Consultation Service. Funding comes from a grant from the Healthcare Foundation of New Jersey and additional funding is provided by each participating synagogue. Today, JFS has placed social workers in eight MetroWest synagogues: Agudath Israel in Caldwell, Ahavas Achim B'nai Jacob and David (AABJ&D) in West Orange, B'nai Abraham in Livingston, B'nai Shalom in West Orange, Shaarey Tefilo-Israel in South Orange, B'nai Jeshurun in Short Hills, Beth Ahm-Yisrael in Springfield and Ner Tamid in Bloomfield

With the support of the UJC MetroWest ABLE committee, JFS played the leadership role in establishing the **GotBlue Collaborative**, an interagency outreach committee with representation from JFS, Mental Health Association of Essex County and agencies affiliated with UJC MetroWest ABLE. The focus of the collaborative is to implement a comprehensive awareness campaign focusing on depression and directing those in need to resources. Dedicated funding from the Russell Scott Atkind Memorial Fund of the Jewish Community Foundation of MetroWest provided the resources to establish a website (www.gotblue.org), billboards, and movie theatre advertising and print materials. A grant from the Gary Aidekman Family Foundation provided resources to implement **Mental Health First Aid**, a training program to educate agency personnel on options for supporting individuals who may be experiencing a mental health crisis. This year, the Got Blue Collaborative received state-wide recognition with an award from the NJ Governor's Council on Mental Health Stigma.

JFS continued implementation of its highly successful Children and Adolescent Mental Health Service. The service is strengthened with the JFS Ruth Sagner Center for Family Play Therapy, a state of the art play therapy center in the JFS Livingston Office. Most recently, the Service has begun to see an increase in requests for services targeting the pre-school population. JFS is working with The Partnership for Jewish Learning and Life to develop a service targeting pre-school teachers, families and students.

JFS continues to host Elderlink, in partnership with UJC MetroWest CARES and administers the NORC (Naturally Occurring Retirement Communities) programs in Caldwell and Parsippany. These programs extend the services of the MetroWest network beyond the Jewish community, while focusing on the needs of our region's growing older adult population.

Following receipt of a bequest of \$700,000 from the estate of Lore Ross, JFS restored programming sponsored by Café Europa, a socialization group for Holocaust Services. The bequest allows for six additional years of Café Europa programming as well as support for other JFS older adult services. Moving forward, JFS will seek to extend the resources of this bequest in a manner which maintains Café Europa, while also supporting deficits in other older adult program areas.

Rachel Coalition continues to experience growth, in both client census and community support. The Coalition's Legal Service was recognized this year for its publication of a legal assistance handbook, *Surviving Domestic Violence: Your Legal Rights*. It was so well received that targeted funding has been obtained for a Spanish translation. The book is now used as the official handbook of the New Jersey State Bar Foundation.

Funding from the Jewish Women's Foundation of the Jewish Community Foundation enabled the Coalition to launch a creative community outreach effort, *Cut it Out*, to educate beauty salon professionals on the warning signs for domestic violence. Over 30 community volunteers were trained to facilitate this outreach to local beauty salons and beautician training schools.

Thank you to our Government, Foundation & Corporate Supporters

Aidekman Family Foundation	NORC Parsippany LIVE and Caldwell LIVE in partnership with UJC
Antonio's Salon & Spa	Planned Companies
Avon Products, Inc.	Prudential Foundation
City of Bayonne	Regal Bank
Conference on Jewish Material Claims Against Germany	Ronald McDonald House Charities
County of Essex Housing and Community Development	Russell Berrie Foundation
Division on Aging—Essec County	Saint Barnabas Healthcare System
Division on Aging—Hudson County	Schering Corporation
Estate of Samuel J. Lashinsky	Shop Rite Inserra Supermarkets
Estate of Lore Ross	State of New Jersey Department of Health and Human Services
FEMA Essex County	State of New Jersey Office of Victim-Witness Advocacy
Funk Family Foundation	State of New Jersey Office of Faith-Based Initiatives
Grotta Fund for Senior Care	Stein, McGuire, Pantages & Gigl, LLP
IOLTA Fund of the Bar of NJ	The Healthcare Foundation of New Jersey
Iris Teen Tzedakah Fund	The David Tepper Charitable Foundation, Inc.
Jewish Community Foundation of MetroWest	The Dermatology Group
Jewish Women's Foundation	United Jewish Communities of MetroWest NJ
Leir Foundation	United Way of Essex and West Hudson
Livingston Municipal Alliance Committee	United Way of Millburn-Short Hills
Livingston Parent Teacher Council	United Jewish Appeal of Jersey City
Livingston Sunrise Rotary	United States Department of Substance Abuse and Mental Health Services Administration
Lowenstein Sandler PC	United Jewish Appeal of Hoboken
Merck Company Foundation	Village Supermarkets, Inc.
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NCJW West Morris Section	
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***Statement of Operating Revenue and Expenses *
July 1, 2009—June 30, 2010***

REVENUE			EXPENSES		
Contributions, Bequests and Tributes	\$ 618,481	16%	Salaries and Benefits	\$ 2,574,534	67%
Special Events Fundraising	371,366	10%	Direct Program Expense	688,069	18%
Client Income	332,827	9%	Occupancy	189,307	5%
United Jewish Communities Allocation and MetroWest HELPS	769,860	20%	Indirect Expenses	<u>392,589</u>	10%
Grant Revenue	1,513,285	39%	Total Expenses	\$ 3,844,499	
Other	62,239	2%			
Use of Agency Endowment Funds	<u>176,441</u>	4%	* Unaudited		
Total Revenue	\$ 3,844,499				

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