

IMPACT REPORT



2020 - 2022

DEAR JCC MEMBERS, DONORS, AND FRIENDS,



Michael Rawl Chief Executive Officer



Alon Kupferman President, Board of Trustees

The last two fiscal years, which span the time from April 1, 2020 through March 31, 2022, have represented a special challenge for the Jewish Community Center of Greater Buffalo. When the pandemic began in March 2020, no one could have predicted what was to come. From closing our fitness centers for an extended period and pivoting programs and events completely

online, to the retirement of longtime executive Richard Zakalik and a transition at the executive leadership level, our organization has been affected in myriad ways. We have navigated challenges such as membership losses, unprecedented financial constraints, and everchanging rules and regulations concerning masks, vaccines, and testing.

We are confident that our JCC has emerged as a stronger organization, laser-focused on meeting the needs of our diverse members and the greater Western New York community that we serve. We have an incredible staff of dedicated professionals who want our organization to succeed, and we can't say enough about their dedication, adaptability, and genuine care for our mission. We also could not have made it into this period of recovery and renewal without you, our members, who have continued to support us every step of the way.

We continue to show strong membership recovery numbers in all facets of our business, and retention rates at both Benderson and Holland are at all-time high levels. Our award-winning Early Childhood Center continues to be one of the top programs in WNY, and will be growing in the fall with the addition of two more classrooms. Camp Centerland was one of the few camps in the country to run a full season in summer 2020, and in summer 2021, surpassed all expectations with the highest number of camper weeks registered in our history. We are on pace

to double that number in 2022. The Jewish Repertory Theatre returned to in-person performances in fall 2021, to full houses and critical acclaim. We have added many new cultural and performing arts programs including a new School of Dance and School of Theater.

As we look towards the future, we are opening new volleyball and pickleball courts at the Benderson Building outdoor pool complex, and have many exciting plans in the works as we continuously improve the member experience.

Our agency budget has surpassed \$10,000,000 for fiscal year 2022-23, and we are projecting a budget surplus once again. We are blessed with a strong Board of Trustees, a hardworking Executive Leadership team, a dedicated professional staff, and most importantly our community. The reality is without you, there is no mission, no programs, and no success.

Thank you for believing in us, thank you for your support, and thank you for making the JCC of Greater Buffalo a second home.

Warmly,

Michael Rawl
Chief Executive Officer

Alon Kupferman
President, Board of Trustees



OUR MISSION & VISION

The mission of the Jewish Community Center of Greater Buffalo is to build and strengthen the Jewish and Western New York communities by providing recreational, educational, and social programs and services that are consistent with Jewish values. The JCC's vision is "Building Community and Enriching Lives".

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* of blessed memor



A TIME OF TRANSITION



In July 2020, Executive Director Rick Zakalik announced his retirement. After 10 years leading the JCC of Greater Buffalo, and a lifetime of leadership to the Jewish community, Zakalik's tenure saw many high points in the history of the organization. Under his careful guidance, the JCC grew substantially in many areas while he built a solid financial foundation, creating a budget surplus for the first time. He created a solid financial framework and led two capital campaigns that dramatically improved and modernized both the Benderson Family Building and

the Holland Family Building. He also created new membership models, helped Early Childhood and the arts to grow and flourish, and set the stage for Camp Centerland's recent success. At the close of fiscal year 2019-2020, immediately prior to the pandemic, the JCC enjoyed its best financial year in its history.

Board President Alon Kupferman remarked, "The organization is much stronger as a result of Rick's leadership and we're fortunate to have had him in this post. I don't think you can ever replace a leader like Rick. Our aim is to find someone who can build on all the wonderful work that Rick has done and take the organization to the next level."

Trustee and Personnel Committee
Chair Eric Feldstein chaired the national
search to find the JCC's next leader. The
successful candidate would need to be
someone who was a strategic and visionary
leader who put Jewish values at the core
of their experience. Additionally, they
would need to be able to attract, retain,
and coach a strong senior leadership team,
demonstrate a strong understanding of

business, and be a dynamic fundraiser; certainly no small task.

After an exhaustive search, the JCC introduced Michael Rawl as the new CEO in the fall of 2020. Coming to Buffalo after spending 6 years as the Executive Director of the JCC in Youngstown, Ohio, Rawl brought with him a depth and breadth of experience, a deep commitment to Jewish values, and a love for the work. In Youngstown, Rawl established numerous community partnerships and grew program revenue by nearly 70%, firmly establishing the JCC once again as a vibrant and fiscally sound organization even in the midst of the pandemic.

Upon his hiring, when asked about his vision for the JCC, Rawl said, "On one level we are a physical place where all Jews are welcome, a town square, but we are also a place that interfaces with the outside world and builds community for both, an embassy. Despite the polarization within Judaism and all around us, the JCC provides a platform where we can dialogue, celebrate together, and become more unified."

Introducing New Board President Irwin Gelman, PhD



At the Annual Membership meeting in June 2022, Irwin Gelman, PhD became the new President of the JCC Board of Trustees. Dr. Gelman is the Director of Research Integration at Roswell Park Comprehensive Cancer Center. Along with his wife Mara, he is an active member in the Jewish Buffalo community and has served in various leadership roles across several area organizations, including as Cantor at his synagogue, Congregation Beth Abraham. We are pleased to have someone with Irwin's character, charisma, and dedication to the community leading our organization. "I would like to thank the Board for entrusting me with this honor," Gelman said. "I am grateful to Alon Kupferman for his leadership these past three years, and I look forward to continuing the good work that has been started in serving all of you."

COMMUNITY COMES TOGETHER WITH JCC STAFF RESILIENCY FUND

In the early days of the pandemic, with the future uncertain and both buildings closed, the JCC Board of Trustees came together with an initial donation to start the JCC Staff Resilency Fund to support the many staff members impacted by the closure. Former Executive Director Rick Zakalik took a voluntary 50% pay cut to further

fund this initiative, and our partners at the Foundation for Jewish Philanthropies and the Buffalo Jewish Federation provided employees with gift cards for groceries and other essential needs. Our members and community generously made up the rest of this effort. Our dedicated staff makes our JCC the special place that it is in so many

ways, and this effort from the early days of the pandemic through our re-opening ensured the JCC remained a strong and vibrant agency.



FULL DAY KIDS' PLACE

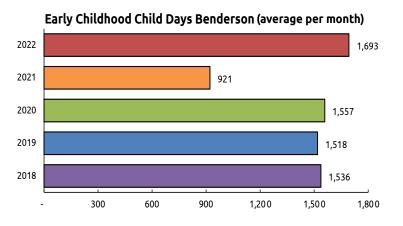
When our school-aged children were affected by school closures during the pandemic and the pivot to virtual learning, we transformed our Kids' Place program, traditionally for after-school care, into an all-day program and safe space for the families who needed it. From providing children with a place to log on to their Zoom classes, to help with homework and other activities, we were able to support many children during an unprecedented time. The need to support virtual schooling

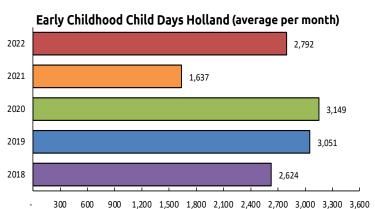
led to an upgrade to our WiFi system in both buildings, and enabled us to meet the needs of our community in a new way.

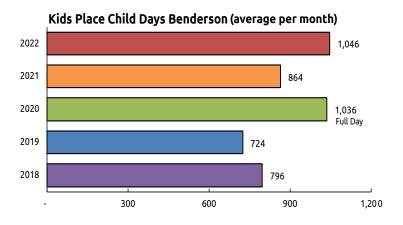


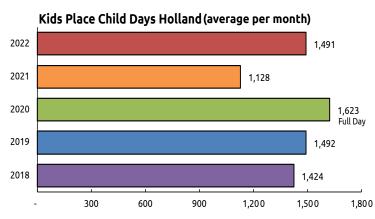


EARLY CHILDHOOD AND KIDS' PLACE YEAR OVER YEAR









SCHOLARSHIPS

Scholarship support provides:

- Financial assistance to our award-winning childcare programs and Camp Centerland, which promote learning, cooperation, and fun.
- Opportunities for older adult programs which provide the community with recreational, educational, cultural, and social experiences that enrich lives.
- JCC memberships which offer fitness, wellness, and friendship for deserving families and individuals who otherwise wouldn't be able afford them.

Description	2020-21	2021-22
Membership & Program Scholarships	\$94,935	\$130,853
Employee Scholarships	\$75,122	\$98,147
Total	\$170,057	\$229,000

ISRAEL & JEWISH LIFE

Over the last two years, a concentrated effort has been made to bring high-quality Israel & Jewish Life programs back to our JCC. As the townsquare of the Jewish community, it is a central part of our mission to share with members and the community at large why supporting Israel is so important to us.

Highlights include:



• "A Taste of " Concept Night:

The Taste of Yemen, explored the fascinating history of Yemenite

Jews and their immigration to

Israel while participants enjoyed a traditional Yemenite dinner



 Reverse Tashlich: Members of the community helped clean up the waterways and beaches at Buffalo's Unity Island



Israel Virtual Tours



 Megillah reading for all Early Childhood Center students during Purim by JCC staff



• Early Childhood Shabbat





STEPHANIE MAIER & BETSY HARE

From aquatics classes and personal training to knee replacement surgery, see how Stephanie and Betsy forged a relationship that helped defy expectations and carried each other through challenging times.



THE GRAHAM FAMILY

The Early Childhood Center at JCC Buffalo makes an impact on students that will last a lifetime. We pride ourselves on the diversity of students, teachers, and the lessons we all learn from each other. Supporting parents, bringing joy, safety, and security are hallmarks of our Early Childhood Center.



In November 2020, Michael Rawl laid out the following goals for the JCC: Rebuild organization and invest in leadership Diversify and improve revenue streams by maximizing exisiting assets 3 Elevate our reputation and develop a culture of philanthropy by creating connections and embracing our core values

JCC FINANCIAL CONDITION 2020-22

At the height of the pandemic, membership was reduced by 48%, representing 60% of membership revenue totaling \$1M.

- Including our first Paycheck Protection Program loan of \$1.1M, the 2020-21 deficit was (\$450k)
- Including our second PPP loan of \$1.1M, the 2021-22 budget projected a surplus of \$400k

As we built our 2021-22 budget, it was crucial to recover our business model so we could enter 2022-23 without further borrowing.

- Including an Employee Retention Credit of \$529k, the 2021-22 actual budget surplus was \$1.4M, or \$994K over budget
- For 2022-23, without further borrowing or government credits, we are projecting a surplus of over \$330K

SUCCESSES AND OUTCOMES

1. Rebuild organization and invest in leadership

- Identified strategic focus areas including communications, member experience, advancement, programs, human resources, and developed a leadership team with representation from each.
- Invested over \$1.2M to raise employee wages across the board, prioritized employee culture, and allocated our most aggressive professional development budget in history. All employees at the JCC earn above minimum wage.

2. Diversify and improve revenue streams by maximizing existing assets

- Launched JCC School of Dance, JCC School of Theater, and expanded JCC School of Music, generating \$250k in new direct revenue annually.
- Grew Early Childhood, Kids' Place, and Camp Centerland to historic sizes, and expanded Outdoor Pool Complex.
- Created Advancement Team to develop fundraising as a main source of revenue.

3. Elevate our reputation and develop a culture of philanthropy by creating connections and embracing our core values

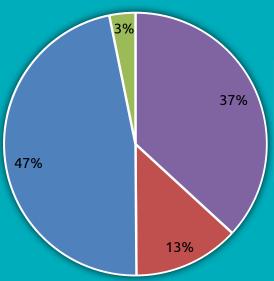
- Created a new communications team to improve internal and external communications by emphasizing content and storytelling through social media, video production, and high quality photography.
- Developed mission programming to generate community connection points including expanded older adult programs, cultural arts, Jewish Life, and by bringing Israel back to the JCC.
- Received 18 Life & Legacy endowment commitments in the first year of a four year effort.





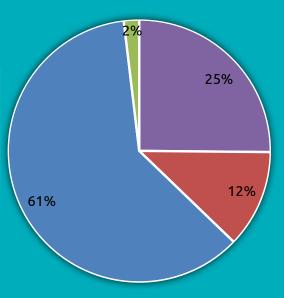
FINANCIAL RESULTS



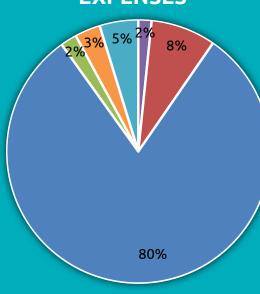


Revenue 2020-21 2021-22 Contributions/Grants/ Fundraising \$2,266,207 \$2,444,420 Membership Fees \$803,070 \$1,154,117 Program Fees \$2,886,484 \$5,830,998 Federation Allocation \$196,812 \$181,154 Total Revenue \$6,152,573 \$9,610,689

2021-22 REVENUE

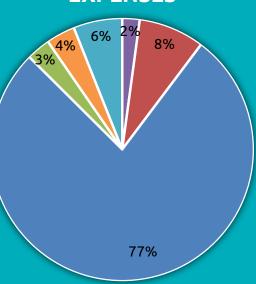


EXPENSES

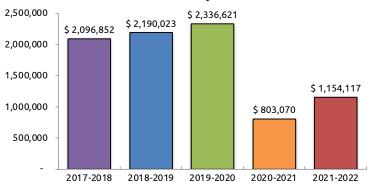


Expenses	2020-21	2021-22
Printing & Marketing	\$102,235	\$175,259
Occupancy	\$503,209	\$664,348
Employee Compensation	\$5,071,736	\$6,314,789
Professional Fees	\$165,206	\$240,778
Program Expenses	\$197,992	\$292,560
General & Admin	\$298,804	\$493,277
Total Expenses	\$6,339,182	\$8,181,011

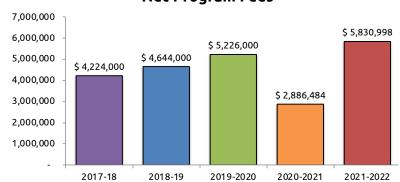
EXPENSES



Net Membership Revenue



Net Program Fees











"MANY HAPPY HOURS WITHIN THESE WALLS"

Irving and Claire Gareleck, of blessed memory, were regulars in the JCC fitness center, exercising and socializing until well into their 90s. They loved everyone they met and truly became ambassadors for the JCC. Irv, who owned a plumbing business, even volunteered as a member of the JCC's Facilities Committee right before the major renovation of the Benderson Family Building.

After Claire passed away in 2021, their three daughters – Ellyn Stevenson, Betsy Feuerstein, and Nancy Picard – decided to create a permanent memorial endowment in Irv and Claire's memory to support the JCC's Aging Well programs for older adults.

"Our parents were blessed with good health and longevity, but they exercised and worked out regularly at the JCC, never letting their age be anything more than a number," Ellyn said. "They remained active physically and socially all their lives. When we wanted to honor their legacy of helping others whenever and however they could, this gift seemed like a perfect fit." And there is now a plaque, which hangs in the Benderson Family Building fitness center,

that reads: "In loving memory of Irving Gareleck, who spent many happy hours within these walls."

The Irving and Claire Gareleck JCC Endowment will contribute to many more "happy hours within these walls" for all who benefit from Aging Well programs. In the spirit of Irving and Claire, this gift is a beautiful example of the JCC working to heal the world and improve lives in our community.



LIFE & LEGACY® is a partnership with the Harold Grinspoon Foundation that promotes after-lifetime giving to benefit Jewish synagogues and organizations. Legacy giving will strengthen our Buffalo Jewish community for years to come. It ensures that you will be remembered by those who directly benefit from your generosity as well as those who will be inspired by your example for future generations.

There are many ways to leave a legacy gift, and when your gift is realized, you will permanently support the Buffalo Jewish community. All of us, regardless of age, financial means, or affiliation, can help build and sustain a vibrant Jewish community.



A gift of endowment ensures that your vision and generosity will impact lives long after your lifetime. Your legacy gift becomes a permanent extension of your values and vision by perpetuating those organizations, synagogues and/or programs that you recognize are important to the Buffalo Jewish Community.

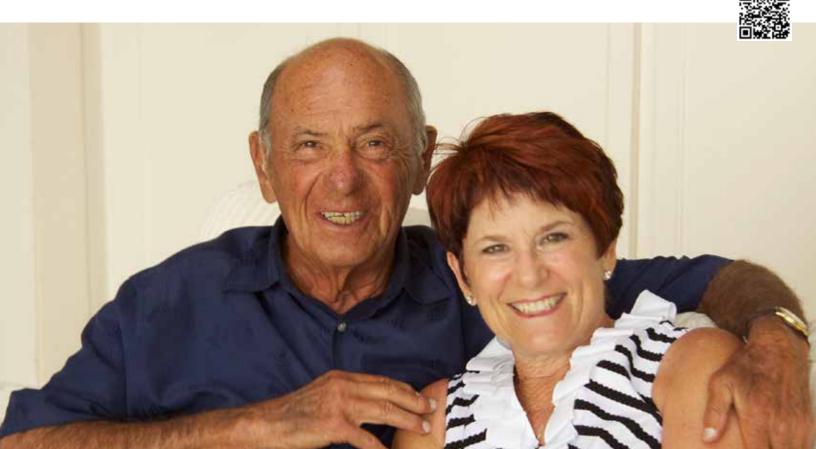
IN MEMORY OF GRETCHEN S. GROSS

In December 2021, the JCC suddenly and tragically lost Gretchen S. Gross, former Board of Trustees President and Camp Centerland Committee Chair. Gretchen was fiercely dedicated to the Jewish Community Center of Greater Buffalo, Camp Centerland, and early childhood education. A past President of the JCC, Camp Committee Chair, and Ralph Kushner Volunteer Services Award winner. Gretchen had an indomitable spirit of optimism in everything that she did. Her energy and impact are without parallel and her insight, experience, and wise advice enabled the JCC and Camp Centerland to succeed under her leadership for the better part of two decades.

During her presidency from 2013-2015, her beloved husband Gordon, a fellow JCC Past President, gave a gift to the JCC to build the Gretchen S. Gross Omanut Center at the Irving M. Shuman Campground. This space is dedicated to Gretchen and Gordon's love for the children of Camp Centerland and stands as a testament to their generous hearts. The new Gretchen S. Gross Memorial Endowment will serve as a tribute to her passions of photography and the children of Camp Centerland, as well as her devotion to serving the JCC and the Buffalo community. By establishing a permanent endowment in this way, we will ensure that funding for these

programs will continue in perpetuity. Our goal is to raise \$250,000 for this effort. While certainly ambitious, Gretchen's impact is without parallel. We are confident that this fund will touch many lives, passing on her love of photography now and for the future to the children, families, and members of the JCC. Her memory is a blessing to all of us, and this fund ensures that she will live on in our programs and hearts forever. To support the Gretchen S. Gross Memorial Endowment, or for more information, contact Alexander Eadie, Director of Advancement for the JCC of Greater Buffalo, at aeadie@jccbuffalo.org

or 716-929-6258.





CULTURAL ARTS HIGHLIGHTS

SCHOOL OF DANCE

The School of Dance began in Fall 2021 with classes in jazz, ballet, contemporary, and even a tap class for adults. Over 70 children are currently enrolled in the School of Dance, and every session concludes with a live showcase.









The School of Theater is another new performing arts program available to children. Utilizing the Maxine and Robert Seller Theatre, students learn the basics of performing, blocking, setting a scene, and more.



SCHOOL OF MUSIC

The School of Music expanded and will be undergoing a significant renovation in summer 2022 and will have a new home in the Benderson Family Building. Stay tuned for our future offerings and follow the JCC on social media for construction updates!





Theatre for Everyone JEWISH REPERTORY THEATRE

Due to the pandemic, the 18th season of the Jewish Repertory Theatre was moved to virtual performances. There were 5 plays, and audience members tuned in to watch from all over Western New York and beyond, including Canada and Israel.

The 19th season returned to in-person performances for the first time since 2020. Three plays, including *Photograph 51, The Treasurer*, and *Modern Orthodox* were brought to life in the Maxine and Robert Seller Theatre to many excited audiences and critical acclaim from local publications such as The Buffalo News and Step Out Buffalo. *Photograph 51* was nominated for three Artie awards, and won the Artie for Outstanding Direction of a Play, a testament to the continued professional work and high standards of the theatre.

As we wrap our current season, stay tuned for an exciting announcement regarding the special 20th anniversary of the JRT, including show announcements, special engagements, and a few surprises!

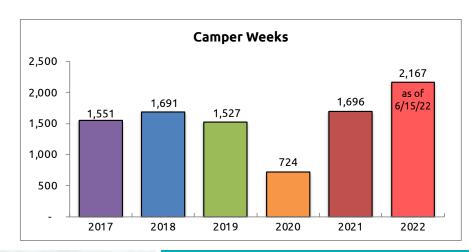








From camper to counselor, Brandon's journey is inspiring. See how Camp Centerland impacts children today and for their future.





NEW CAMP CENTERLAND & YOUTH DIRECTOR



Our new Camp & Youth Director, Marie Wixner, will be running Camp Centerland!

Marie began her career at the JCC of Greater Buffalo in the 1980s. She held positions in aquatics, after

school program, member services, and Camp Centerland in Elma, and we are delighted to have her return home to the JCC.

She has over 25 years of camping experience, including working at 4-H Wyomoco and Girl Scouts Camp Timbercrest. She is an American Camping Association (ACA) Standards Instructor and earned a Master of Science Degree in Camp Administration and Leadership from Touro University Nevada.





LOOKING TOWARDS THE FUTURE:

In Hebrew, the word בְּיַחַד "beyachad" means "together". As we move past the pandemic and into the future of our JCC, we are proud to announce the Beyachad Buffalo initiative, a plan for the renaissance of Jewish life at our center.

We have accomplished much in the last two years to be sure, but as we think about the next 3-5 years, there are many exciting projects on the horizon that will maximize our existing assets, improve and refresh our facilities, and make the membership experience better than ever. This summer, you will see some of the results of this plan, with the addition of the new sand volleyball courts and pickleball complex to the outdoor pool at the Benderson building. But that is just the beginning.

- We will embark upon a significant renovation of the Kids' Place area at the Benderson building, adding a new makerspace classroom, an area for computer coding and e-sports, and an expansion of the School of Music with two new insulated practice rooms.
- At Camp Centerland, we have been hard at work since the end of last season improving the experience for our campers

and the community. We insulated and added heat to the Gretchen S. Gross Omanut Building, so it can be used in the winter for activities, events, and rentals (look for opportunities this upcoming winter for snowshoeing!). In addition, we completed a significant paving project and added a concrete pad under the dining tent, a water line and electricity to the field, and are building a new pavilion to provide shade near the archery range that will double as a stage area for future events such as concerts.

• We have exciting plans in the works for more spaces at the Benderson and Holland buildings, including fitness floor and equipment improvements, developing plans for a renovation of the Holland pool, and more that we can't quite share right now; however, it is a very exciting time for the JCC and our future.

We are confident that as our plans unfold, the JCC will continue to be the premier community center for our members, friends and the people of Western New York. We know that by working together with our members, donors, and friends, our vision will become a reality. Stay tuned

to our social media channels, our website, and our weekly member update emails for more information and announcements about Beyachad Buffalo.

Our role as community bridge builders is as important as ever. To support our efforts, make a gift today to the All For One Annual Fund, which provides the unrestricted support necessary for us to make an incredible impact on our programs and our community each year.



SHE'S SHARING HER EXERCISE MOVES VIRTUALLY WITH SILVERSNEAKERS

For over 35 years, Kathy Corff Rogers has been a group exercise instructor at the JCC. With the onset of the pandemic, Kathy took her classes to Zoom. For many of the older adults that she works with daily, it was vitally important to continue these classes in the midst of the uncertainty of those early days.



Working from her home and on her laptop, Kathy's classes would regularly swell to well over 100 participants, and not just from Buffalo. Soon there were people logging in from all over New York State, the East Coast, the Midwest, and even Canada and other countries.

As we began to return to in-person group exercise, two longtime members of Kathy's classes, who wish to remain anonymous, generously donated \$10,000 to ensure high quality streaming classes continued in a hybrid format.

With this gift, we upgraded four group fitness rooms (two at Benderson, and

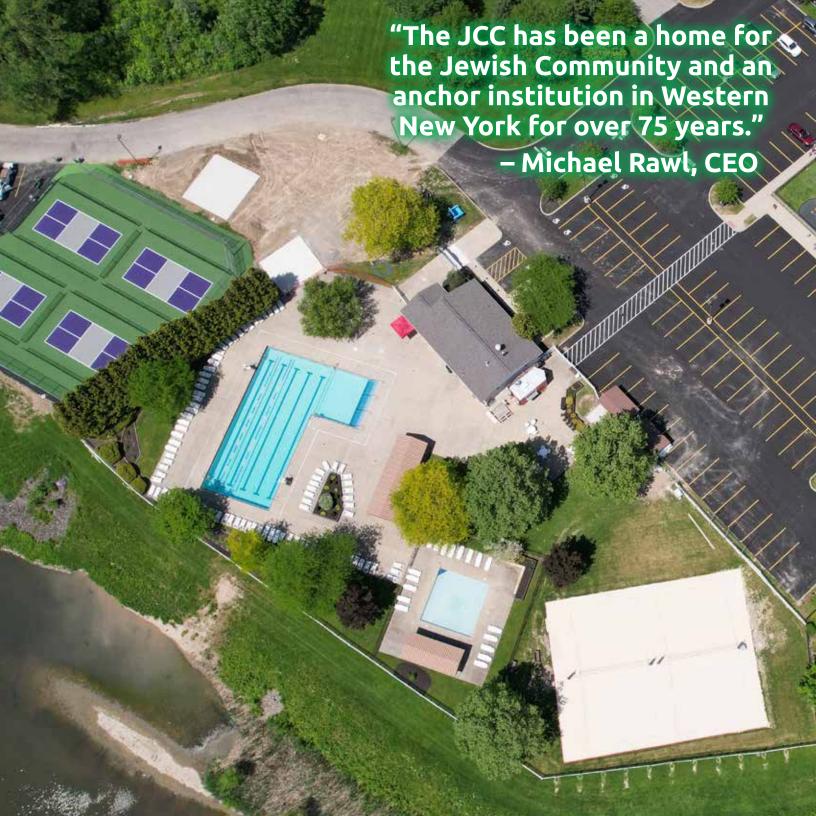
two at Holland) with a state-of-theart streaming system involving a wall mounted TV, computer, and camera controlled by a wireless keyboard/mouse. Additionally, we have added over 100 virtual on-demand classes to our website. Kathy believes her classes are more than just exercise. "We have been able to keep the community together, and people look forward to seeing each other everyday."

To workout with Kathy, check out her ondemand classes, or better yet join her for a weekly class!









THANK YOU!

Though we are unable to list every single donor who made a contribution to the JCC over the last two fiscal years, we are incredibly thankful for the generosity shown by all who supported us. Our donors believe in our mission and make our community center the vibrant place that it is each and every day.

Without you, there is no mission. Our

A few highlights:

- 1,399 donors have made a gift to the JCC since April 1, 2020
- There was a 14% increase in number of donors from FY2020-21 to FY2021-22
- At the close of FY2020-21, total giving was down over 65% from the previous year. At the close of FY2021-22, total giving had increased 85%

- Donor retention has increased to 38%
- In the last 2 fiscal years, there were 592 donors who made their first gift ever to the JCC
- In FY2021-22, we retained 172
 donors from the previous year,
 and reactivated 78 annual donors
 who had lapsed in giving

Total Raised '20-'22 \$4,730,627

GRANTS RECEIVED

success and our future are not possible

We are grateful to the following organizations for supporting the JCC of Greater Buffalo with grant funding. We sincerely apologize for any omissions:

M&T Bank

without your support.

- Cullen Foundation
- Wolk Foundation
- Town of Amherst Board of Arts and Culture in Public Places
- Erie County
- New York State Office for the Aging
- Community Foundation of Greater Buffalo
- United Way of Buffalo and Erie County
- Variety Club of Buffalo
- JCC Association of North America
- Conference on Jewish Material Claims Against Germany
- QualityStars NY



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