



2010

Annual

Report

Mission



The mission of the Tucson Jewish Community Center is to cultivate and enrich Jewish identity, ensure Jewish continuity, foster wellness, and broaden communal harmony.

From the Board Chair

It's not an exaggeration to say that when I walk into the J I see stars. First, there's the staff who greet you with such warmth in the lobby, but it doesn't stop there. Whether you are picking up your child in ECE, taking a Zumba class or strolling through the Sculpture Garden, each staff member tries to make your visit as memorable as possible.

Then, there are the individual programs and events, and not just the obvious ones that we use all the time. There are family activities such as the Chocolate Seder or the fun school days out programs. There are cultural programs, including the Brown Bag Lunches that feature speakers ranging from artists to musicians to environmentalists. How about the free walking club offered by Sports & Wellness or the Shabbat Picnic that happens every spring? There's so much happening every day under one roof that it's hard to keep up with it all.



Then, there's you, the members who are the stars. Some of you contribute financially as Stars of Giving, while others offer countless hours of help volunteering. Most importantly, you all participate in the wonderful programs and events at the J. Without your membership, this place would be nothing.

Put this all together and you get a truly special place – you get the J.

As my tenure as board chair comes to an end, I can honestly say that I am proud to be a part of such a wonderful team between members, staff, donors and the community. Even though my term is ending, that does not mean my involvement with the JCC will lessen, it just means that I am making room for new leadership to get involved. You are the real stars at the J. Get involved. Help make it shine.

Fran Katz,
Chair-JCC Board of Directors



Blackbluster Year



Catering & Rentals

- ★ Enhanced many aspects of the auditorium including the media arts center, the mobile sound system used for events throughout the JCC and procured a new mixing board for the auditorium sound system.



Arts & Culture

- ★ Relaunched the 92nd Street Y programs with upgraded satellite equipment for three fall events.
- ★ Engaged crowds with a full season of Brown Bag Lunches featuring artists, naturalists, musicians and other experts who lead discussions on various topics of interest.



Children & Youth

- ★ Enhanced our J-Care afterschool enrichment classes, offering even more programs to kids, including a wonderful new class, Teen Cycle.

Early Childhood Education

- ★ New equity adjustment salary scales were developed, which resulted in increased salaries for lead and assistant teachers, recognizing their educational level and early childhood experience.
- ★ Created a wonderful new mosaic mural to brighten up the ECE indoor play area through a generous donation from the Green family.



Special Needs Services

- ★ Camp Taglit, a summer camp for high schoolers and young adults, saw a participant increase of 47%.
- ★ In October, we were awarded a wheelchair accessible vehicle through a grant from the Arizona Department of Transportation.



Sports & Wellness

- ★ Created a free daily walking club for members and staff at noon.
- ★ Planned a successful full season of Aquathon events geared toward kids and adults of all ages.

Media Arts Center

- ★ In 2010 we were so excited to unveil our new state-of-the-art system at the J. Some of the features include a permanent, high-def 6,000 lumen video projection system; 800 watts of crisp cinema sound; and a super-bright 363-square-foot cinema screen. We hope these improvements will generate corporate business as well as special events.



Arts & Culture

The launch of the new Media Arts Center generated a lot of excitement for 300 folks in attendance for the inauguration at the screening of *Jews & Baseball: An American Love Story*. The excitement continued through the 19th Annual Tucson International Jewish Film Festival, including the Fabulous Faygeleh LGBT Film Series, which reached a five-year high with 2,500 in attendance, and added a fourth venue to the festival in SaddleBrooke, one of three new collaborations with other agencies who brought films of Jewish content to the community.

The 2nd Annual Exhibition in the Sculpture Garden brought in 13 new pieces for the year, held over five from the Inaugural Exhibit, and permanently acquired five sculptures that were purchased and donated to the JCC. Ten exhibits displayed in the Fine Art Gallery, included the curated Small Sculpture Invitational representing 13 international, national, and local sculptors.

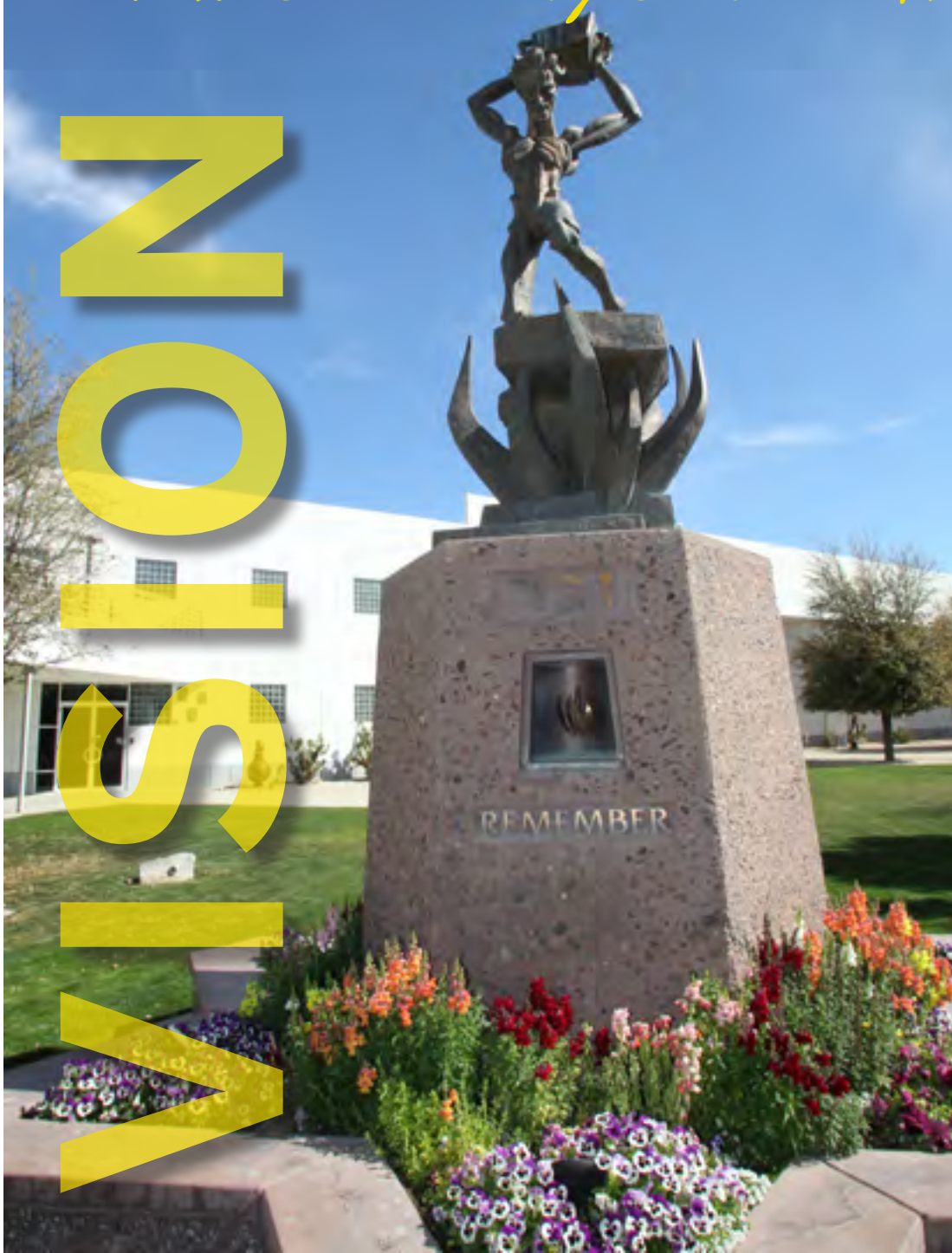
We participated in the Tucson Festival of Books with Jewish Book Council A-listers Carol Leifer (*When You Lie About Your Age the Terrorists Win*) and Benyamin Cohen (*My Jesus Year*) to audiences exceeding 400. We continued to offer ongoing and special classes, programs, and clubs to 750+ adults per month.



We strive to be an outstanding (perhaps the pre-eminent) Jewish Community Center in America as evidenced by:

VISION

- *A steady increase in Jewish Connections*
- *A hamish (comfortable, "at home") atmosphere with respect and a sense of belonging*
- *Sound financial results*
- *Strong programs demonstrated by quality, quantity, and fit with our mission*
- *A state-of-the-art, clean, safe, functional, well-maintained facility*
- *Present and developing leadership comprised of energized staff, volunteers, and members committed to mission, vision, and high levels of mutual satisfaction*
- *A place of esteem and respect as viewed by the broader community, including a commitment to expose and share the richness and tradition of Jewish culture with members of the non-Jewish Community*



Catering & Rentals

The new Media Arts Center gives us a competitive edge in the rentals market, especially with large business conferences and meetings. We began creating a marketing plan as well as new marketing materials so that we could showcase the J in a different light to the community. We also began our search for a part-time outside rental salesperson.

Rentals contribute a significant amount of revenue to the annual budget through a wide variety of special occasions, professional conferences and fundraisers. In 2010 we concentrated on building relationships with current clients to increase the number of annual and multi-day events.





Children & Youth

Camp "J" saw an increase in total numbers. We added second grade to our Ultimate Sports Camp and saw a dramatic increase in registrations for younger grades, with total numbers reaching over 150% of our projections. All other camp groups, from K-5, enjoyed better than expected numbers, including our travel camps, bringing in over a 20% increase from past numbers. One significant reason for the success of Camp "J" was the return of 85% of staff members from previous years. Their enthusiasm, creativity and genuine passion were evident every day of camp.

J-Care also exceeded our projected numbers, moving to an average 100+ registered J-Care participants, servicing 27 schools, as well as an increase in enrichment class participation. The net result was a surplus in the Children and Youth bottom-line, originally budgeted at a deficit. We have continued to keep our Youth Lounge open on Sundays during basketball leagues, creating a fun and safe place for kids.





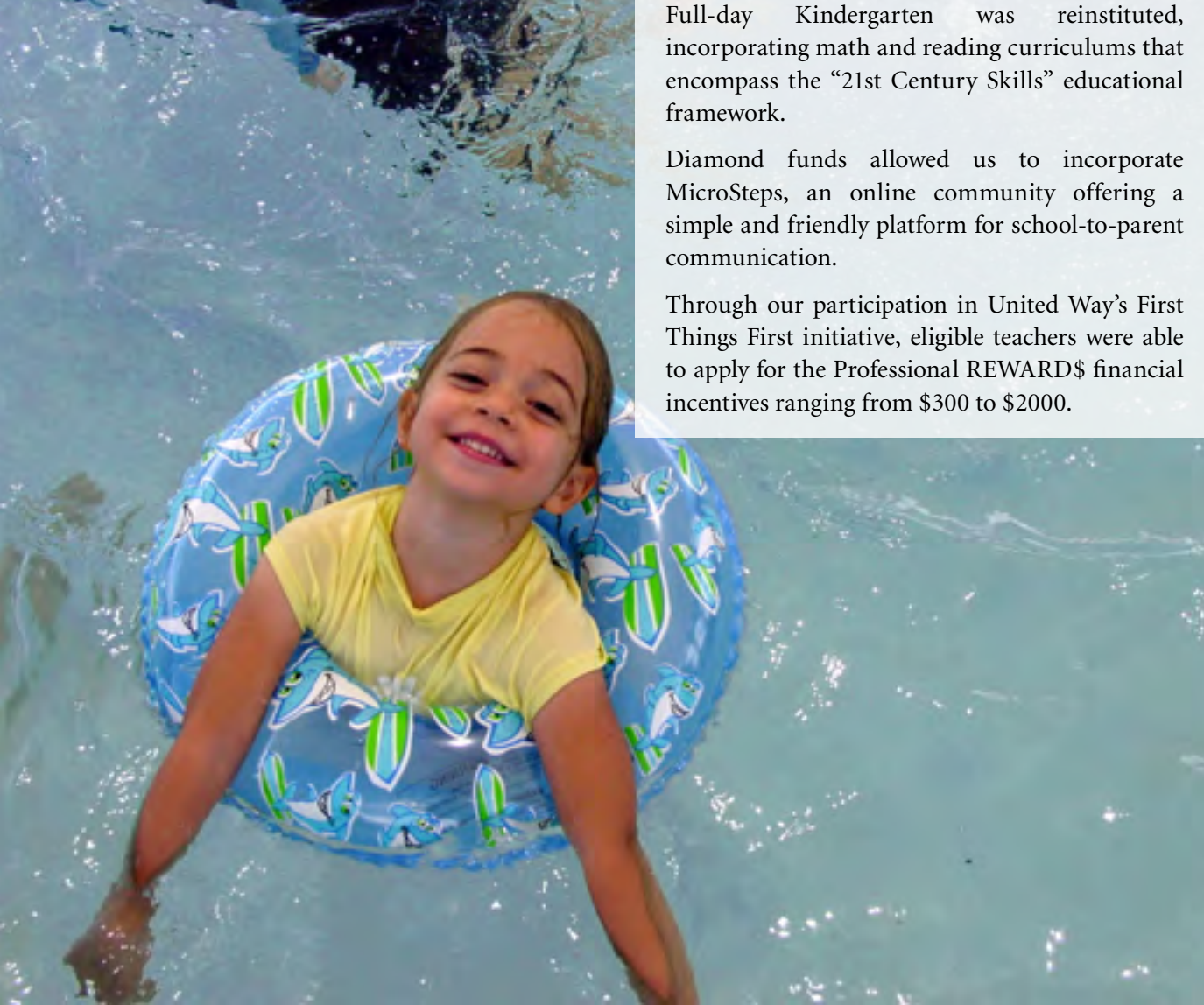
Early Childhood Education

Our annual B'sghetti Bash fundraiser continued to be a strength, both from the financial aspect, as well as with volunteer support. Despite the difficult economic times confronting our ECE families, the silent auction, incredible gift baskets and fantastic door prizes generated more than \$15,000.

Full-day Kindergarten was reinstated, incorporating math and reading curriculums that encompass the "21st Century Skills" educational framework.

Diamond funds allowed us to incorporate MicroSteps, an online community offering a simple and friendly platform for school-to-parent communication.

Through our participation in United Way's First Things First initiative, eligible teachers were able to apply for the Professional REWARD\$ financial incentives ranging from \$300 to \$2000.



Values

The Tucson Jewish Community Center Values:

- Jewish roots, history, tradition, rituals, and values (i.e. Jewish Culture)
- Excellence in services and programs
- Physical, emotional, and spiritual well-being
- Democratic decision-making
- Financial responsibility and accountability
- Life-long learning
- Creativity
- Partnership
- Community

Special Needs Services

Special Needs Services saw an increase in overall participants and revenue last year and continues to grow. We provide more individualized programs to participants, allowing them to focus on their independent needs, such as daily living skills, appropriate communication, and motor skills.

Our day program for young adults grew 80%, with a revenue increase of 47%. We embarked on new participant-based projects, such as our card project. Participants of all disabilities each contributed to the project, which allowed them to practice their fine and gross motor skills, marketing skills, sorting skills, counting skills, decision-making skills, and activities of daily living. We also added a new weekly drum class.

Social Club increased 200%, regularly meeting our maximum number of participants by the end of the year. Social Club events included Disney on Ice, Cirque Dreams, and a wheelchair basketball game hosted by the JCC.



Sports & Wellness

We attended the JCC Maccabi Games in Omaha with 14 athletes and returned with more than 20 medals.

Our group fitness program has expanded to more than 118 group fitness classes per week. Our adult leagues remain popular with participants in basketball, volleyball, softball and flag football. The personal training department has once again exceeded their expectations and we continue to have the best trainers in the city.

On average, we have approximately 60 teams in our leagues servicing almost 2,500 adults. Our Youth Basketball maintains its popularity with over 225 kids playing ball year round. This included basketball camps from former University of Arizona basketball players Joe Nehls and Miles Simon.



Fund Development

The JCC gratefully acknowledges the following individuals, companies, organizations and foundations for their support of our many programs and offerings. Membership dues are not enough to maintain the excellent programming we enjoy, maintain the building we love and serve the community. Donor support dollars bridge the gap and we thank the following people for contributing to the success of the JCC. Gifts of \$250 or more are listed below.

Community Partners

These partnerships are essential to the continued success of the JCC and its ability to provide dynamic programming to the community.

Weintraub Israel Center
Jewish Community Foundation
of Southern Arizona
Jewish Federation of Southern Arizona
United Way of Tucson and
Southern Arizona

Stars of Giving Society

With leadership gifts beginning at \$2,500, the Stars of Giving Society provides a strong foundation of support for the JCC.

Gold

Alice and Paul Baker
Joan and Donald Diamond
Robyn Kessler and Jeff Timan
Pima Medical Institute
Diane and Ron Weintraub

Silver

Bridget and Paul Ash
Jane and Bruce Ash
Sherry and Dick Belkin
Sara Cohen
Diana and Larry Haas
Kasey and Fred Havas
Steven Lightman
Vicki and Phil Pepper
Jill and Herschel Rosenzweig
Enid and Mel Zuckerman

Copper

Anonymous (3)
Joanne and Howie Adams
Gwen and Asher Amar
Donald Baker

Amy Charles
Joyce and Lanny Colton
Justine Confino and Tom Warne
Diane and Dave Diamond
Diamond Ventures
Fred Fruchthendler
Patty and Greg Gadarian
Ellen and David Goldstein
Theresa and Ken Goodman
Connie and David Greenberg
Beth and I. Michael Kasser/Holualoa
Fran and Jeff Katz
Tandy and Gary Kippur
Harriet and Len Kronman
Helaine Levy and Steve Alley
Ruthie and Lou Morgan
Susan and Larry Moss
Lynda and Ed Rogoff
Anne and Lowell Rothschild
Jane Wilson and Mark Rubin
Irene Sarver
Carol and Lex Sears
Holly and Steve Shenitzer
Irving I. Silverman
Shelly and Steve Silverman
Brenda and Bill Viner
Martin Waldbaum
Boni and Alan Weinstein

Friends of the J

With gifts of any amount, the Friends of the J allow everyone the opportunity to partner in the success of our community center.

Pillar

Rachael and Barry Baker
Deborah Baker
Katrina and Daniel Bens
Mindy Grodzki

Anne and David Hameroff
Tandy and Gary Kippur
Lovitt & Touche, Inc.
Mutual of America
Northern Trust Bank
Victoria Oehlbaum
Trisa and Andy Schorr
Suzanne and Lew Schorr
Snell & Wilmer L.L.P.
Sports Display, Inc.
Kathryn and David Unger
Jim Wezelman
Mary Cochran-Wolk and Robert Wolk
Becky and Al Zehngut

Patron

AAA Landscape
Alzheimers Research
& Prevention Foundation
Biff Baker Fence Company, Inc.
CBIZ, Gordon, Zucarelli & Handley
Beth Malasky and John Chesley
Dvora Tager and Bob Dietz
Susan Dubow
Brenda and Stefan Eliel
Nancy Finkelstein
Leslie Glaze
Ellen and David Goldstein
The Charles Grunfeld Foundation
Susan Hazan
Pat Heller
Ronald & Sandra Isaacs
Charitable Endowment
Jewish Community Foundation
of Southern Arizona
Jewish Federation of Southern Arizona
Jane and Jon Klein
Ruth and Ronald Kolker
MacBan Law Offices
Hannah and Ron Meyerson
Essie and George Nadler
Partners Management and Consultants
Ron Taylor
Gary Tenen
Whitehill Foundation, Inc.
Partner
Beach, Fleischman & Co., P.C.
Elias Castillo
Tommy Gamez
Rachael and Jonathan Green
Sandy and Elliott Heiman

Sherry and Louis Jacobson
Joyce and Mel Jaffe
Sally and Warren Jobe
Julia Waterfall-Kanter and Brian Kanter
Sylvia Landa
Katherine and Aaron Leonard
Alan Levenson
Alexandra Miller, CPA
David Park
Pepper-Viner Management Company
Karen Spiegel and Jonathan Rothschild
Rusing & Lopez, P.L.L.C.
Dotte Sayre
State Employees Charitable Campaign
Lisa and Donald Tempkin
Diane and Ron Weintraub

JCC Legacy Circle

The following individuals made a leadership commitment to the JCC to ensure that the work of our community center continues in perpetuity by promising a gift through a will or bequest.

Anonymous
Bridget and Paul Ash
Jane and Bruce Ash
Don Baker
Alice and Paul Baker
Sherry and Dick Belkin
Harold Bongarten
Monique Busby
Sara Cohen
Joan and Donald Diamond
Bonnie Sedlmayr-Emerson
and Randy Emerson
Deanna and Harvey Evenchik
Gene Falk
Fred Fruchthendler
Ellen and David Goldstein
Theresa and Ken Goodman
Robert Greenberg
Diana and Larry Haas
Anne and David Hameroff
Kasey and Fred Havas
Patricia and Joe* Heller
Marcelle and Leonard Joffe
Fran and Jeff Katz
Marcia and Ken Light
Steven Lightman

Fern and Cary Marmis
 Hannah and Ron Meyerson
 Ruth and Ron Kolker
 Roseanne Lapan
 Helaine Levy
 Susan and Donald Pitt
 Bob Nichol and Bob Polinsky
 Ruthann and Louis* Pozez
 Bobby Present
 Lynda and Ed Rogoff
 Anna and Myron Rottenstein
 Jill and Herschel Rosenzweig
 Mark Rubin
 Carol and Lex Sears
 Andy and Stuart Shatken
 Jim Shiner
 Irving Silverman
 Marjory Slavin
 Lee and Earl Surwit
 Robyn Kessler and Jeff Timan
 Linda and Gerry Tumarkin
 Brenda and Bill Viner
 Tom Warne
 Julia Waterfall-Kanter
 Al Zehngut
 Enid and Mel Zuckerman
**Of Blessed Memory*

Tributes and Memorials

This listing includes gifts to the Beth Stern Memorial Endowment Fund, the Deanne Diamond Campership Fund and the Erin Schoenberg Tribute Fund.

Joanne Beaufait
 Linda Johns and George Gibson
 Leslie Glaze
 Susan and William Schoenberg
 Carol and Al Stern
 Whitehill Foundation, Inc.

Send A Kid To Camp

Gifts to this campaign provide scholarships for families who need financial assistance to participate in Camp J.

Anonymous
 Morton Aronoff
 Joan and John Barrowman
 Rebecca and Jim Bednar

Gail Ben-Jamin
 Mary and John Byrnes
 Elias Castillo
 The Charles Grunfeld Foundation
 Robin and Art Cohen
 Gail and Alan Cohn
 Dvora Tager and Bob Dietz
 Myra and Leonard Dinnerstein
 Susan Dubow
 Sylvia Dunkelmann
 Fern and Edward Feder
 Helen Garfinkle
 Esta Goldstein-Thompson
 Rachel and Jonathan Green
 Mia and Mark Gutweiler
 Pat and Joseph* Heller
 Carol and Arnold Hollander
 Jewish Federation of Southern Arizona
 Sheri and John Karobonik
 Naomi and Gene Karp
 Caroline Gardiner and Doug Kelly
 Janice and Al Kivel
 Margit and Jerry Lacker
 Barbara Lattanzi
 Andrea and Gary Malis
 Helene and Fred Mittleman
 Maurice Mordka
 Nancy and Michael Morrell
 Michelle Blumenberg and Eric Penner
 Patricia and Edwin Pierce
 Bob Nichol and Bob Polinsky
 Marty and Peter Pritz
 Harriet Robbins
 Lynda and Edward Rogoff
 Anne and Lowell Rothschild
 Dorothy Sayre
 Barbara Selznick
 Harriet Silverman
 Rica and Harvey Spivack
 Meredith Tallis
 Alexander Tavel
 Abigail and Noah Tolby
 Sherry and Ed Turney
 Kathryn and David Unger
 Connie Walker
 Carl Wavrek
 Diane and Ronald Weintraub
 Celia and Sherman Weitzmon
 Eileen and Rabbi Joseph Weizenbaum
 Sylvia and Alan Winner

Mary Cochran-Wolk and Robert Wolk
 Yumi and Edward Wong
 Nicole Yuan
 Lisa and Todd Zashin
 Becky and Alan Zehngut
 Dorothy Zimmerman
**Of Blessed Memory*

JCC Sculpture Garden

Ongoing support of the JCC Sculpture Garden helps to beautify the JCC Campus.

Bridget and Paul Ash
 Sara Cohen
 Sumner Milender
 Jill and Herschel Rosenzweig
 Sterling Investments
 Robyn Kessler and Jeff Timan
 Tucson Cactus and Succulent Society

Tucson International Jewish Film Festival

Support from the following donors made the 19th Annual Tucson International Jewish Film Festival a reality!

Producers

The Academy Foundation
 Alice and Paul Baker
 Maltz Family Foundation

Directors

Anonymous
 Bogutz and Gordon, P.C.
 Community Foundation for Southern Arizona
 The Forum at Tucson
 Morgan Stanley, Robin McGeorge
 Ruthann Pozez
 Wells Fargo Bank
 Zuckerman Family Foundation

Stars

Patty Arida
 Sara Cohen
 Consulate General of the Federal Republic of Germany
 Evergreen Mortuary & Cemetery
 Fred Fruchthendler
 Hanson Film Institute
 Jewish Community Foundation of Southern Arizona
 Living Interiors

Susan and Larry Moss
 Patty and Chuck Peck
 Raskob-Kambourian Financial Advisors
 Jill and Herschel Rosenzweig

Co-Stars

Dana and Ira Adler
 Arizona Theatre Company
 Asteria, Inc. OPA Greek Cuisine & Fun
 Linda and Stan Behr
 Katrina and Daniel Bens
 Monique Busby
 Mark and Michael Bylsma
 Esther Capin
 Linda and David Caplan
 The Jim Click Automotive Team
 Country Home Furniture
 Joan and Donald Diamond
 Deanna and Harvey Evenchik
 Barbara and Gerald Goldberg
 Bobbie Berger-Hanft
 Geraldine and Barry Holt
 Cynthia and Allan Kaplan
 Fran and Jeff Katz
 Jane and Rabbi Lee Kivel
 Elaine and Harold Lisberg
 Emelie and Harold Loewenheim
 Fern and Cary Marmis
 Ping Pong Media
 Ellen* and Jack Pinnas
 Deborah Oseran and Bobby Present
 Richard Quint
 Lynda and Ed Rogoff
 Jane Wilson and Mark Rubin
 Lea and Dror Sarid
 Carol and Lex Sears
 Andy and Stuart Shatken
 Shelly and Steve Silverman
 Keri and Jeff Solvyn
 Ruth and Art Solomon
 Carol and Al Stern
 Lee and Earl Surwit
 Brenda and Bill Viner
 Diane and Ron Weintraub
**Of Blessed Memory*

For the many donors who supported the JCC with gifts below the \$250 level, too numerous to include in this report, we thank you for your support. We apologize for any inadvertent errors or omissions.

2010 Financial Highlights

We take pride in the many positive financial results for JCC programs in 2010. Our Early Childhood Department had a great year, as did Children, Youth and Camping. However, because of the sluggish economy, the JCC was unable to fully support the planned transfer into the Repair & Replacement Fund in 2010. Contributions and fundraising fell short of budget, as did our membership revenue and rentals. Although we were able to keep most expenses under control for the year, we could not offset completely the loss in revenue. Salaries and 401K funding were still frozen in 2010.

We owe a big thanks to the donors, members, volunteers and staff who are continuing to make the JCC a great place to be. The Harry and Jeanette Weinberg Endowment Fund provided \$136,116 in 2010 for financial assistance, in addition to many other endowments for financial assistance and programs. JCC financial assistance and rate reductions totaled \$542,900.

For more detailed information, you can request a copy of our 2010 audited financial statements from the JCC accounting office. A copy of our 990 is available through the Guide Star website, or you can request a copy from the JCC accounting office.

2010 Operating Fund Expenses



2010 Operating Fund Revenue



2010-2011 Board of Directors

Officers

Fran Katz, Chair
Tom Warne, Chair Elect
Barney Holtzman, Vice Chair
Jeff Silvyn, Vice Chair
Mary Cochran Wolk, Vice Chair
Stuart Shatken, Secretary
Ed Rogoff, Treasurer
Mark Rubin, Immediate Past Chair

Katrina Bens, Sara Cohen, Greg Gadarian, Jonathan Green, David Greenberg,
Jordan Hitchye, Fern Marmis, Ron Meyerson, Susan Moss, Liz Neuschatz, Bob Polinsky,
Jill Rosenzweig, Steve Silverman, Hyman Sukiennik, Alan Zehngut

JCC Staff

President/CEO: Kenneth D. Light

Senior Vice President/COO: Denise Blumenthal

Senior Vice President/CFO: Lynn Bultman



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