

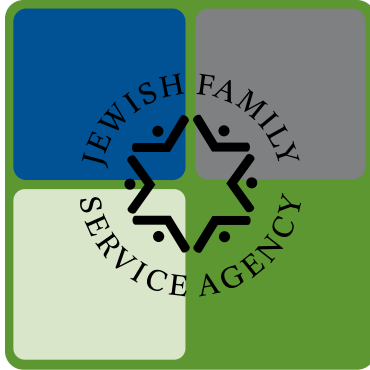
# Jewish Family Service Agency



## 2010 annual report

*Pikuach nefesh - פיקוח נפש "saving of human life"*





## about jfsa

For almost 75 years, the Jewish Family Service Agency (JFSA) has been providing opportunities to enhance the quality of life for individuals and families. We are a social service organization that offers a continuum of services for individuals and families at all ages and stages of life in the Jewish and wider community.

## mission

Our purpose is to serve the Jewish community. We identify and respond to individual, family and community issues. We are committed to high quality, professional service delivered by caring and competent staff and volunteers.

## vision

Our vision is to strengthen and enhance the quality of life of individuals and families in the Jewish and wider community.

## philosophy

JFSA strives to empower people to self-advocate while providing a support system through our continuum of services. We embrace self-advocacy, full participation and independence in all aspects of our services from housing, to counselling, to our home support program. JFSA is embracing the transition from a traditional not-for-profit agency to a social entrepreneurial spectrum of services that are inclusive and meet the needs of our ever changing community.

# Pikuach nefesh

## shalom u'vracha!

The concept of Pikuach Nefesh, saving a life, resonates with JFSA. To save the life of an individual is the first step toward saving the world - one client at a time. We strongly believe that JFSA is strengthening the lives of individuals and families one client at a time. The work we do at JFSA is the essence of our project Baynaynu - a work of trust between us and our clients, donors, volunteers, and the community.

We have had a successful year at JFSA serving close to 2,000 clients. We have managed to make significant headway in transitioning from being a traditional social service agency that relied solely on donations and allocations, toward a more entrepreneurial and sustainable agency.

We are becoming more comfortable with offering agency services on a sliding fee scale, which is allowing us to expand our service offerings and become the go-to agency for a wider cross-section of the Jewish community while balancing the budget for the last two years. Through our expanded services we are building a stronger organization with increased capacity that will enable us to better serve our diverse communities tomorrow.

We continue to see a key success indicator for JFSA as our ability to serve the entire breadth of the Jewish community. We will know success when donors can say, "I referred my son or wife to JFSA"; or a board member can proudly say, "I have had therapy at JFSA"; or when a staff member refers a parent to our home support or care management program.

In the near future, JFSA must continue to move its vision toward building our own independent income from fees generated from many of our programs and services. We want to see 30% of our budget coming from our fee for service areas. We have been very successful developing this model in our Seniors Department resulting in a comprehensive continuum of care.

To conclude, we look forward to a year marked with success, responding to the needs of individuals and families at all ages and stages of life in the Jewish and wider community.

## l'hitraoat,

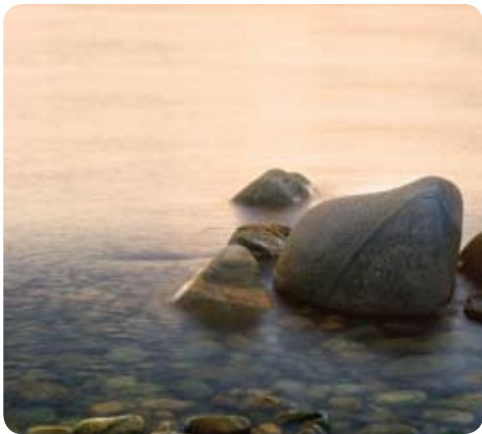


**Diane E. Friedman**  
President



**Joel B. Kaplan**  
Executive Director

# jfsa departments



פיקוח נפש



## basic resources

Basic Resources works with clients to connect them to services including short-term and emergency assistance with basic needs, focusing on food, shelter, medical needs and clothing. This program helps

Jewish individuals and families living at or below the poverty line to live with dignity and self-respect. We advocate for our clients and help them to navigate government systems as well as empower them to self-advocate. We assist with referrals, both internal and external, to programs and services that will assist the client in moving beyond a crisis situation, such as referrals to JFSA employment counselling, addictions counselling, financial literacy courses and the like. We also promote the knowledge and understanding of how food is grown and how to contribute to a local, sustainable food system through JFSA's World in a Garden. Finally, we are a resource and referral hub for families with children living with a disability as well as Jewish community institutions wanting assistance in becoming more inclusive.

### Basic Resources Spotlight

• Our department has approximately 200 active clients

• We serve approximately 315 people at the Jewish Food Bank

• *Between September 1, 2009 and August 21, 2010, JFSA successfully found social housing for 26 individuals and three families*

• *We are pleased to announce that we have hired a full-time mental health outreach worker with support from the Jewish Federation of Greater Vancouver*

### Community Partners

- Bishops
- BSI Biodegradable Solutions
- Choices Market
- Ethical Bean Coffee
- Farm Folk/City Folk
- Growing City
- Habanero Group
- Haebler Construction
- Home Depot
- Houston Landscapes
- Ivanhoe Cambridge Corporation
- Kerrisdale Equipment
- Kitsilano Neighbourhood House
- Life on Purpose Network
- Local Synagogues
- Rocky Mountain Flatbread Company
- Seeds of Plenty
- Senova Restaurant
- Sen Western Lumber
- Shalom BC
- South Granville Seniors Centre
- Starbucks
- Terra Breads
- Terra Nova Schoolyard Project
- Vancouver Coastal Health-Pacific Spirit
- 3 Vets
- Vij's
- West Coast Seeds
- Westside Family Place
- Whole Foods

### Funders

- BC Gaming Commission
- Jewish Federation of Greater Vancouver
- Private Donors & Organizations
- The Snider Foundation





## seniors

**Helping seniors live independently and engage actively in community life.**

The goal of the Seniors Department is to work with seniors in a variety of ways to help them remain in their own homes for as long as possible. Our *Continuum of Care* provides seniors and their families a range of services from information, referral to community resources, professional assessment, care management, financial aid, equipment loans, Kosher Meal

delivery, a community kitchen, two congregate meal programs, Home Support program, and counselling services. Most services provided are fee for service and a sliding fee scale. Our experienced social workers also work with adult children and other caregivers.

### **Community Partners**

- B'nai Brith Housing Society
- Chabad in Richmond
- Maplecrest Building Society
- South Van Manor
- Temple Shalom

### **Funders**

- BC Gaming Commission
- City of Vancouver
- enp- Enterprising Non-Profits
- Jewish Federation of Greater Vancouver
- Private Donors
- SMART fund of Vancouver Coastal Health
- The Diamond Foundation
- United Way of Lower Mainland
- VanCity Community Foundation

### **Seniors Spotlight**

- 390 seniors received case management and support to remain living independently
- 110 Home Support clients
- 10 program staff including social workers, a psychologist, a nurse and 18 home support staff
- 20 active volunteers with the Seniors Department
- JFSA's home support program is regarded as the model for service delivery with 5 similar fee-for-service pilots throughout the region



## resettlement & employment

From 1989 to the present, JFSA has been providing employment services to internationally trained professional and trades people seeking employment in Vancouver. JFSA prepares clients for opportunities to adjust to the Canadian business culture and meet employers' expectations.

JFSA also assists clients in their career exploration and planning process to ensure that all stages of career readiness and preparation are completed. JFSA establishes relationships with employers by tapping into the hidden job market and providing customized recruitment solutions that meet business needs.

### **Community Partners**

- Jewish Community Centre of Greater Vancouver
- MOSAIC
- Shalom BC
- Speaker Bureau Series facilitators representing various institutions such as finance, health and education

### **Funders**

- BC Gaming Commission
- BCSAP- BC Settlement and Adaptation Program
- Dorothea Gould Foundation
- Jewish Federation of Greater Vancouver
- JIAS National
- Rabbi Yosef Wosk

### **Resettlement & Employment Spotlight**

- Annual client case load of 258 people
- We helped 126 people achieve job readiness
- 32 of our clients have been in Vancouver less than a year
- 104 of our clients have been in Vancouver between one and three years

“I was able to build my professional career thanks to JFSA.”  
-Daniel





## counselling

The Counselling Department of JFSA provides professional clinical counselling to Jewish youth, adults, seniors, couples, and families. We provide a sliding fee scale to clients based on income. In addition to our in-house therapy, a goal has been for the counselling department to broaden its reach, develop and deliver

several outreach programs to serve the Jewish community.

### **Community Partners**

- Beth Tikvah Synagogue
- Pacific Torah Institute
- Shalhevet High School
- TAG Community Supplementary
- Vancouver Hebrew Academy
- Yaffa House

### **Funders**

- Jewish Community Foundation
- Jewish Federation of Greater Vancouver
- Private Donors

### **Counselling Spotlight**

- 2000 hours of service
- 1620 hours of clinical counselling to individuals, couples, families including at-risk youth and families
- 470 hours of Community Mental Health Outreach services
- A Richmond based counsellor provides counselling for Jewish adults

## **Stay Updated!**



Westcoast  
Wellness  
Group

The Counselling Department at JFSA also known as the Westcoast Wellness Group, has an excellent website. Visit [www.westcoastwellnessgroup.org](http://www.westcoastwellnessgroup.org) to find detailed information about their approach to therapy, counsellor profiles and an active blog featuring mental health related topics.



Also, don't forget to visit JFSA's Social Media sites. Become a friend on Facebook, subscribe to our Blog or follow us on Twitter! Visit our website [www.jfsa.ca](http://www.jfsa.ca) for links to all of our Social Media entities.

*Baynayu - which means between us - highlights the stories of people whose lives have changed for the better as a result of JFSA. These stories are also available through JFSA's podcast series, where the individuals give their experience in first person.*

## Michael's Story

### JFSA Basic Resource Services

Michael's relationship with JFSA started in 2002, when he signed up to be a volunteer at the food bank they help run. So, three years later, when Michael got ill and needed assistance, he knew where he could turn to.

**"I went through a very bad period after cancer and physically, for five years, I was very ill,"** he said. **"They managed to be there, supportive and helpful, getting me into programs and trying to assist me in different ways."**

During his fight with cancer, Michael experienced some of the greatest challenges in his life, on several levels. He was suffering from second-degree burns on his feet and his mother passed away. The JFSA found a wheelchair for Michael to use and helped him deal with his great loss.

**"If I wouldn't have had somebody there to talk to at the time, I don't know what I would have done,"** he said. **"I was basically alone. The JFSA supplied me with support and gave me direction of where to go, and what to do."**

The agency helped Michael fast track the seven-year waitlist into subsidized housing. This new start to life, physically, emotionally and financially, helped give him more hope for the future.

Now, Michael has no problem waking up at 5:30 a.m. for the food bank once a week to give back to the community that's help turn his life around. **"I'm capable of helping and because I receive, I figure I can help in any way,"** he said.



## Daniel's Story

### JFSA Resettlement, Integration and Employment Services

Daniel knew very little about Canada before he moved here for love. **"I saw an opportunity, I met a girl and for me it was a big deal to come to Canada,"** he said. **"She invited me to come to her country and I saw it as a big jump, to come to know the country and the culture."**

At first he saw it as an adventure. He left his job as a mining engineer behind, along with his friends and family, and made the jump. After a three-month visit, Daniel decided to stay with his girlfriend in Canada. He soon realized his limited English would be a bigger challenge than he expected. **"Everything was a slow process,"** he said. **"And at the same time, the relationship with the girl didn't work out."**

Despite ending things with his girlfriend, Daniel soldiered on in Vancouver. He wasn't prepared to give up and spent two years applying for permanent residency. In that time, he went for job interviews for a position in his field, with hopes that a company would sponsor him. But he was too junior, and his limited English was a barrier. No one wanted to take a chance. Daniel was starting to feel defeated. After his papers came in, Daniel found a job in landscaping, and though it wasn't his chosen field, he was happy for the work.

Daniel found an employment skills program that helped spruce up his resume and put him in touch with the employment services section at JFSA. Suddenly, everything started to change. He was set up with a case worker, who found him a job in his field in a matter of weeks.

## Mara's Story

### JFSA Seniors Services



When Mara signed up for JFSA's home care program in 2008, she didn't expect it would change her life on so many levels. She simply thought a home care worker would tidy around the house and that would be it. But Mara soon discovered that a weekly two-hour visit would help improve her moods, her social life and her financial independence, which was much more than she signed up for.

When someone suggested to Mara that she call JFSA's home care program, she immediately dismissed the idea. She assumed calling for help from a social services agency would mean jumping through hoops. And as someone who is physically limited, she simply didn't have the energy to deal with bureaucracy. Mara soon found out that the JFSA works in quite the opposite way. **"I told them I'm not a senior citizen but I could use some help. The whole process has been very easy and very respectful,"** she said. **"I made a phone call, they came to my house, there was an interview and someone was there in a week."**

Every week, a home care worker comes to Mara's house to help out with cleaning and cooking. As a result, it gives her a sense of independence she hasn't felt in a long time. **"I'm able to put more energy into my home-based business, since there's someone who comes over to help tidy and clean and do my dishes,"** Mara said. **"That's meant I can be more financially independent so I don't have to go on disability."**

Not only does she feel better about being on her own, she also feels better with other people. Having her space cleaned regularly means she's more comfortable inviting friends over.

Mara also noticed improvements in her life that she wasn't expecting. Little things that make a big difference. **"It's amazing how much of a difference having a clean floor does for my life,"** she said. **"I think before the house cleaners came, I hadn't washed the floors in six months and having those floors cleaned every week, it just cheers me right up."**

## Dan's Story

### JFSA Seniors Services

A simple phone call can go a long way. That's what Dan Shmilovitch discovered after JFSA starting playing an active role in his elderly mother's life. Doris had reached a point where every day tasks around the house were starting to get daunting. This was unsettling for both Doris and her family. Luckily, JFSA helped ease their concerns.

**"Over time my mother has found herself to be less independent, which has been a challenge,"** said Dan. **"JFSA has made that transition less difficult."** Fiercely independent and wary of connecting with strangers, the 81-year-old was nervous about who she would be letting into her home.

But the staff at JFSA quickly proved that they would go above and beyond what's required of them. The agency knows the importance of consistency and tries to send the same staff to help Doris, which makes her feel more comfortable. Doris also always receives a phone call the night before from a staff member, who checks in to make sure there's anything they should know prior to their visit. This human touch makes Doris feel at ease and, in turn, her family too.

**"They genuinely care about my mother and how she's doing and that her needs have been taken care of,"** Dan said. **"It's obviously much more than just a job for them, there's a genuine caring for the well-being of my mother."** It's the human touch that helps JFSA stand out amongst other care facilities. This is something that Dan, his family and most importantly, his mother, truly value.

**"It's been an important thing to myself and my family because we know there's someone who comes in and makes sure she's eating properly and if there's something they notice that is a bit unusual then they let us know,"** he said. **"It's much more than someone just stopping in, doing tasks and leaving. There's a genuine connection there."**



**get the full story at [www.jfsa.ca](http://www.jfsa.ca)**



## development

We are pleased to report that once again we have had another successful responses to our various fundraising appeals in the last fiscal year. Thanks to the many generous and dedicated donors and friends of JFSA, we have raised the following (dollar figures are gross amounts):

- **Friends Appeal - \$554,000**
- **Innovators Lunch - \$211,000**
- **Bubbe Campaign - \$36,000**
- **Al Polsky Memorial Golf Tournament - \$14,000**  
*(for JFSA Senior Adult Meal Programs)*
- **Maot Chittim - \$19,000**  
*(Passover Food Campaign)*
- **Tribute Cards - \$43,000**

We are very grateful to the many individuals, organizations, corporations and foundations that share our vision and mission to strengthen and enhance the quality of life of individuals and families in the Jewish and wider community.

Every gift that JFSA receives is directed to support our programs and services. A portion of the funds we raise is also allocated to provide subsidies for our clients. Subsidies are based on income and are for home support, counselling and basic resources, which includes providing food vouchers and emergency housing, transportation and medical needs.

A continued strong commitment from our donors, friends and volunteers enables us to consistently provide assistance to seniors, new immigrants, individuals with special needs, the working poor, and the homeless in our Jewish and wider community.



We gratefully acknowledge our Visionary donors for their generous support of JFSA over the last year (September 1, 2009 – August 31, 2010). Thank you very much!

## \$10,000+

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Ben and Esther Dayson Charitable Foundation  
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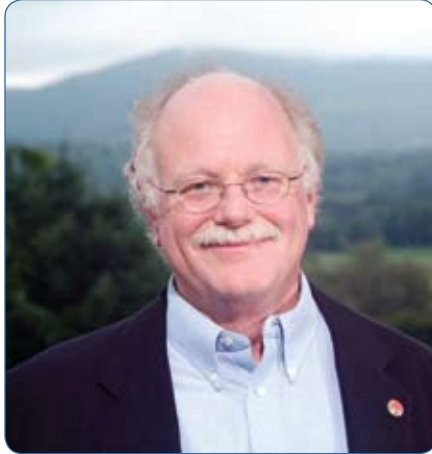
# visionaries

Sheldon Green  
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JMax  
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For a listing of donor giving of \$999 and below, please visit our website at: [www.jfsa.ca/donorrecognition.html](http://www.jfsa.ca/donorrecognition.html)

# innovators lunch



## 2011 jfsa innovators lunch

**JFSA is pleased to announce that Ben Cohen, of Ben and Jerry's Homemade Ice Cream, is our keynote speaker at the 7th Annual Innovators Lunch.**

True innovators bring together concepts and ideas in unique combinations. Ben Cohen and his business partner and friend, Jerry Greenfield, did just that by showing the world that you can blend social values with running a highly successful business. Cohen believes businesses have an important role in solving social problems.

Ben Cohen is an icon of corporate social responsibility, and has built a successful values driven business based on innovation and customer loyalty.

JFSA's 2011 Innovators lunch will bring the pillars of the Jewish and general business community together for a rousing discussion of big ideas, inspiring examples and entrepreneurial spirit benefitting the Jewish Family Service Agency.

### **2011 JFSA INNOVATORS LUNCH**

Wednesday, March 16, 2011  
Vancouver Convention Centre  
1055 Canada Place

Registration: 11:30am

Lunch: 12:00pm – 1:30pm

To purchase tickets, become a sponsor,  
or for more information

Please Contact:

Kelly Nichol at 604-639-3312 or [knichol@jfsa.ca](mailto:knichol@jfsa.ca)

**Thank you 2010  
Innovators Lunch  
Sponsors!**

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# jfsa endowment funds

*Abe & Elaine Charkow Endowment Fund for Immigrant Services*

*Alvin & Ellen Cohen Family Endowment Fund for JFSA*

*Anne (Jenkins) Philipp & Al Jenkins Endowment Fund*

*Annette Rothstein Endowment Fund for JFSA*

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*Diamond Family/JFSA Endowment for Seniors & Poverty Relief*

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*Faye & Kenneth N. Golden Endowment Fund*

*Florence & Harold Morris Family Philanthropic Fund*

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*Garry & Lisbeth Zlotnik Family Endowment Fund*

*Greg & Melanie Samuels Family Endowment Fund for JFSA*

*Harley Rothstein Family Fund*

*Harold & Rita Krivel Endowment Fund*

*Harry and Jeanette Greenhut Family Endowment Fund*

*Howard-Baker Family Endowment Fund*

*Irving & Evelyn Goldenberg Family Philanthropic Fund*

*Isaac and Sophie Waldman Endowment Fund*

*Isabel Lever Helping Hand Endowment Fund*

*Jack Wolfe Endowment Fund for JFSA*

*Jean Milavsky/Bortnick Endowment Fund*

*Jewish Family Service Agency Endowment Fund*

*Jody & Harvey Dales Family Endowment Fund for JFSA*

*John Grot Memorial Fund*

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*The Naomi Fund, in Memory of Naomi Gropper Steiner*

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*The Rachel Hayward Endowment Fund*

*Yosef, Avi, Rahel and Shevi Wosk Family Endowment Fund*

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Tricia Sedgwick, *Seed To Table Garden Project Coordinator*

## counselling department

Alan Stamp, *Director of Counselling*  
Anne Siegenberg, *Family Therapist*  
(Richmond Satellite Office)  
Beth Daley, *Family Therapist*  
Ellen Bick, *Family Therapist*  
Tami Amit, *Family Therapist*

## resettlement & employment department

Charlotte Katzen, *Director of Resettlement and Employment Services*  
Alexandra Gerson, *Resettlement & Integration Counsellor*  
Ken Johnston, *Employment Services Counsellor*  
Mary Irvine, *Employment Services Coordinator*  
Miri Tal, *Resettlement & Integration Counsellor*

## seniors department

Joanne Haramia, *Director of Seniors Services*  
Brigitta Perry, *Home Support Staff Person*  
Charles Hardy, *Home Support Staff Person*  
Donna Cantor, *Seniors Outreach Counsellor*  
Elaine Perzow, *Home Support Coordinator*  
Gisi Levitt, *Seniors Outreach Counsellor*  
Jacqui Sankoff, *Seniors Outreach Counsellor*  
Queenie Hamovich, *Vancouver Seniors Lunch Club Coordinator*  
Zanna Linskaia, *Seniors Outreach Counsellor (Burquest)*

## finance & administration

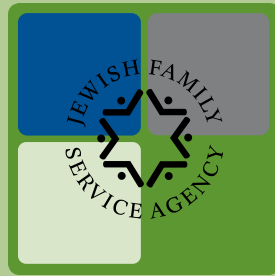
Ferelyn Brown, *Senior Bookkeeper*  
John Li, *Assistant Bookkeeper*  
Leticia Reyes, *Bookkeeper*  
Pearly Kheriwal, *Director of Administrative Services*  
Golriz Boroomand, *Office Coordinator*  
Irina Dordjjeva, *Office Coordinator*

## development & marketing

Jacqueline Doering, *Major Gifts Director*  
Jennifer Goldberg, *Graphics Consultant*  
Kelly Nichol, *Annual Giving Manager*  
Mario Montera, *Development Administrative Assistant*  
Melissa Pelto, *Marketing & Public Relations Coordinator*







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*Pikvach nefesh*