



# Our Legacy Evolves



Jewish Family Service Association of Cleveland  
Annual Report 2003

# Letter from the Board Chair & CEO

Dear Friends:

2002 marks an important milestone and turning point in the legacy of Jewish Family Service Association.

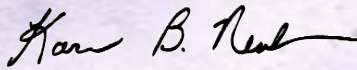
JFSA's mission to strengthen families and individuals has endured for over 125 years because people's reaction during times of crisis and need is universal. Whether the need for help stems from a mental or physical health challenge, aging, domestic violence, divorce, or unemployment, JFSA continues to be the leader in providing the expertise and resources to assist families in need.

Today, extraordinary economic pressures and uncertainty have created new populations in need of our support. Families not ordinarily at risk are increasingly seeking help to cope with today's daunting challenges. With this year's annual report, we introduce our new mission and vision, reflecting our expanded efforts to serve not only as a safety net for the disenfranchised, but for the many new families from all economic walks of life seeking help and support.


We are committed to providing our clients with the finest service, easily accessible and, through our team of professionals and staff, rendered in the most cost-effective fashion. To that end, we are reorganizing our service delivery into centers of excellence responsive to the needs of our clients.

Our legacy could not evolve without the steadfast commitment of our exceptional professional staff, the dedication of our lay leadership, the many hours of service contributed by our six hundred volunteers, and the unwavering support of our donors, the Jewish Community Federation, United Way Services, The Mt. Sinai Health Care Foundation and the many other contributing foundations, and the government agencies that are our working partners.

With these strong roots in place, we look forward to new levels of growth, collaboration, innovation, and excellence as a contemporary behavioral health and human service agency.



Karen B. Newborn, Board Chair



Robert J. Shakno, President & CEO

## Our Mission...

Jewish Family Service Association of Cleveland, a private, non-profit organization, serves to strengthen families and individuals in both the Jewish and general communities in Northeast Ohio.

Guided by traditional Jewish values of communal responsibility and social justice, JFSA is committed to enhancing every individual's ability to thrive in our community.

"Other things may

# Our Vision... JFSA

among

Deliver high quality **client-focused services** through the integration of **people, knowledge, experience** and **technology**.

We are intensely focusing our efforts to reshape the ways in which we provide excellent levels of service and support to our clients, while continuing to operate cost effectively. Based on the findings from last year's Capacity Building initiative, along with significant support from The Mt. Sinai Health Care Foundation and the Jewish Community Federation leadership, we are now implementing new models of service delivery. We are particularly excited about the merging of our MR/DD, Training and Placement Program for People with Disabilities (TAPP) and Ascentia programs into a single center of excellence in mental disabilities. Thinking beyond the framework of traditional support systems, Ascentia will be able to serve the needs of more individuals with the integration of its psychiatric support, mental retardation/developmental disability, and employment programs.

Offer services which are **culturally sensitive** and respect **personal dignity** and **privacy**.

The cornerstone of JFSA's legacy for over a century is our commitment to the personal dignity and privacy of individuals and families. JFSA is especially proud to be a leader in delivering services within the context of a family's unique needs and traditions. Our professionals are experts in understanding the impact that cultural sensitivities have on the family, especially in times of crisis. We continue to provide ongoing support and encouragement through our Holocaust Survivor program, Home Delivered Meals service, and programming for the Observant Jewish community. In particular, our Resettlement staff provides critical assistance in helping refugee families make a new life.

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# seeks to be a recognized leader behavioral health and human ser

Respond to the **changing needs**  
of our community with  
**efficient, flexible** and  
**fiscally responsible**  
operations and  
administration.

While the challenges of delivering effective social services today can be daunting, JFSA is dedicated to responding to the widening needs of our community. In particular, JFSA is acutely aware of new populations finding themselves in need of our services: greater numbers of families affected by mental disabilities, unemployment, domestic violence, and aging parents and loved ones. A vital way to ensure these needs are being met is accomplished through a concentrated focus on infrastructure improvements and balancing the role of our governance and management groups. Improvements in our technological capabilities will also make it possible to serve our clients with greater flexibility. Together, these initiatives will ensure that JFSA is well-positioned to meet the current and future needs of the many communities we serve.

Adhere to the **highest**  
**organizational** and  
**professional standards**  
as a multi-disciplinary employer.

The basis for creating the highest organizational and professional standards is maintaining a positive working relationship with our 500 member staff of professionals and direct care workers. As part of JFSA's long term strategy for growth, we have strengthened our services to employees and their families by offering greater opportunities for professional growth and development, as well as increased internal communications programs that enable broader sharing of ideas and opinions and input into problem solving.

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vice providers...

Become a nationally recognized organization renowned for innovative and entrepreneurial programs, practices and research. We will seek to work collaboratively with other organizations and educational institutions.

**Advocate** effectively for the welfare of the general community of Greater Cleveland, especially as it pertains to family life.

While our vision has expanded considerably, we never lose sight of our traditional responsibility to be an advocate for the health and well being of all individuals and families, serving as the safety net for the disenfranchised, regardless of religion, race, or ethnicity. Our leadership position, as an expert in family services, provides a strong platform for effective advocacy. Our duty as the "voice of the family" is one we hold with great pride and respect.

Collaboration with other organizations and institutions will be the underpinning that drives successful and meaningful service to our clients and community, and will allow innovation and flexibility to flourish. JFSA already has a solid foundation with many local and national institutions and will continue to develop new relationships with other organizations that compliment our expertise.

For example, The Career Center at JFSA has responded to increasing levels of unemployment and rising tuition costs by working with local and state organizations to offer educational outreach to teens and their parents, older adults seeking employment due to choice or circumstance, and provide ongoing employment assistance to refugee families. Community Care at Home, our growing home health care agency, is actively working with several organizations to develop specialized services for individuals with Alzheimer's disease, as well as innovative ways to provide needed respite for family members caring for aging loved ones. JFSA is also proud of its continuing relationship with area high schools to promote healthy teen relationships through its "Expect Respect" program, and offers volunteer opportunities to young adults with disabilities through its youthAbility Program.

family."

--Anthony Brandt

# Service & Program Activity

Almost 10,000 individuals and families have been reached through JFSA community and education activities during 2002.

## Total Served

July 1, 2001 to  
June 30, 2002

Eldercare Services.....	2,008
Career Center at JFSA.....	1,137 <sup>1</sup>
Community Care at Home.....	433
Counseling.....	842
Resettlement.....	831
Ascentia.....	287
Mental Retardation/Developmental Disabilities.....	134
<b>Total Clients Served.....</b>	<b>5,672<sup>2</sup></b>

<sup>1</sup> Employment services for individuals with disabilities represented in The Career Center at JFSA total.

<sup>2</sup> Total represents multiple services to individual clients.

## Funding Sources

	July 1, 2001 to June 30, 2002	July 1, 2000 to June 30, 2001
Jewish Community Federation (including United Way)	\$ 3,196,090	\$ 3,487,316
Private Pay for Service	2,212,664	1,535,456
Government <sup>1</sup>	8,667,118	8,344,146
Foundations and Grants <sup>2</sup>	903,756	632,304
Other <sup>3</sup>	860,565	787,268
<b>Total</b>	<b>\$15,840,193</b>	<b>\$14,786,490</b>

<sup>1</sup> Government sources: Western Reserve Area Agency on Aging, HIAS/US Government (Soviet Refugees), Cuyahoga County Board of Mental Retardation/Developmental Disabilities, Cuyahoga County Community Mental Health Board, State of Ohio, Ohio Department of Alcohol and Drug Addiction Services, Ohio Department of Human Services.

<sup>2</sup> Accounting standards require the recognition of multi-year grants in the year in which they are granted.

<sup>3</sup> Includes investment income, rental income, individual contributions  
All figures are audited; audit is available at the agency for inspection.

## Expenses

By JFSA Programs	July 1, 2001 to June 30, 2002	July 1, 2000 to June 30, 2001
Mental Retardation/Developmental Disabilities	\$ 4,659,038	\$ 4,174,601
General Administration	3,981,563	2,975,334
Community Care at Home	2,465,584	2,002,185
Ascentia	1,701,836	1,580,022
Eldercare and Volunteer Services	1,463,826	1,399,345
Career Center at JFSA <sup>1</sup>	1,064,104	1,128,407
Counseling	808,438	799,601
Refugee Resettlement	712,882	712,974
<b>Total</b>	<b>\$16,857,271</b>	<b>\$14,772,469</b>

By Expense Category	July 1, 2001 to June 30, 2002	July 1, 2000 to June 30, 2001
Personnel	\$ 11,529,335	\$ 10,082,707
Food, Drugs and other Supplies	1,353,522	1,295,002
Purchased Services	1,313,302	1,043,286
Other Operating Expenses	2,661,112	2,351,474
<b>Total</b>	<b>\$16,857,271</b>	<b>\$14,772,469</b>

<sup>1</sup>Includes college financial aid scholarships and grants

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"Good timber does not  
 grow with ease.  
 The stronger the wind  
 the stronger the trees."

- J. Willard Marriott

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 Donald and Sharon Goldman  
 Louis and Adeline Golland  
 Constance Gordon  
 Rabbi Melvin and  
 Malka Granatstein  
 Edward and Sheri Grossman  
 Susan Haas  
 Rabbi Rosette B. Haim  
 Marion Halle  
 Steve Harf and Leslie Carno-Harf  
 Terri Hausman  
 Ursula Heinen  
 James and Carolyn Herman  
 Ted and Lillian Hirshman  
 Ken Hochman  
 Eileen Hoicowitz  
 Morton Hoicowitz  
 Ron Horvat  
 James and Jan Hughes  
 James and Martha Hunt

David and Eleanor Krongold  
 Albert and Mildred Kronheim  
 Wilma McVey Evans  
 Christopher and Mildred Labonte  
 Stuart and Jean Landis  
 Rick and Martha Lannoch  
 Robert and Eva Launer  
 Ruth Lavine  
 Ellen Leiken  
 Mark and Berinthia LeVine  
 Nate and Ricki Levine  
 Louise Levy  
 Matthew and Ruth Levy  
 Allan and Leah Lipman  
 Charles and Rebecca Long  
 Lois Luntz  
 Robert and Reinette Madow  
 Martha Many  
 Julia Marckini  
 Rabbi Melvin and  
 Annette K. Markell  
 Bonnie and Dan Marks  
 Irene and William Marocco  
 James and Dorothy May  
 Goldie and Sam Mayers  
 R. D. McLeod  
 Samuel Mendlovic  
 Mental Health Provider  
 Systems, Inc.  
 Terrance A. Messerman  
 Sylvia R. Mishins  
 Rita Nagusky  
 Judy and Ron Neuger  
 Lillian Newman  
 Robert and Ruth Newman

*Above list represents donations received during calendar year 2002.*

# Directory of Services

**Drost Family Center**  
**24075 Commerce Park Road**  
**Beachwood, Ohio 44122**  
**Telephone 216 . 292 . 3999**

## ASCENTIA

- Community Residences
- Community Support
- Peer Support
- Medication Prescription Monitoring
- Socialization and Activity Groups
- Assertive Community Treatment (ACT)
- Vocational Rehabilitation

## THE CAREER CENTER at JFSA

- Career Management, Testing and Counseling
- Job Search Skills Training
- Skills Testing and Evaluation
- College Financial Aid
- Computer Training
- Job Placement Assistance
- youthAbility

## COMMUNITY CARE at HOME

- Personal Care
- Homemaking
- Private Duty Nursing
- Companions
- Alzheimer's Respite
- Deep Cleaning Services

## COUNSELING SERVICES

- Individual and Group Therapy
- Addiction Recovery
- Center for Divorcing Families
- Divorce Mediation
- Project Chai-Family Violence Program

## ELDERCARE SERVICES

- Counseling/Case Management
- Family Consultation Service
- Information/Referral
- Home Delivered Meals
- HELP-LINE
- Friends InDeed: Household Management Assistance
- Holocaust Survivor Program
- Risk Assessment
- Older Refugee Support
- Transportation and Grocery Shopping

## VOLUNTEERS

- Home Delivered Meals
- Transportation/Grocery Shopping
- Peer Support for Mentally Ill
- Russian Outreach
- Socialization Groups
- Career Search

**3659 South Green Road**  
**Suite 322**  
**Beachwood, Ohio 44122**  
**Telephone 216 . 504 . 2600**

## ADMINISTRATIVE OFFICES

## MENTAL RETARDATION/ DEVELOPMENTAL DISABILITIES

- Group and Community Residences
- The Burton S. Rubin Center  
for Independent Living
- Crisis Response Team/Respite House
- Nursing and Medical Services
- Counseling

**2490 Lee Boulevard**  
**Suite 200**  
**Cleveland Heights, Ohio 44118**  
**Telephone 216 . 932 . 9200**

## REFUGEE RESETTLEMENT

- Case Management
- Job Placement
- Cleveland Citizenship Project
- Individualized ESL Tutoring
- Short-term Skills Training
- Translation & Interpreter Services

Visit us at our website:

[www.jfsa-cleveland.org](http://www.jfsa-cleveland.org)

## FEES

Some JFSA Services are covered by third party payors including private insurance, managed care companies, Medicare, and Medicaid. For information on fee schedules, please call the Finance Department, at 216 . 504 . 2600.

## MEMBER

The Jewish Community Federation, United Way Services, Federation for Community Planning, Association of Jewish Family and Children's Agencies, International Association of Jewish Vocational Services, The Ohio Council of Community Mental Health and Recovery Organizations, The Ohio Domestic Violence Network

## ACCREDITED & LICENSED

Council on Accreditation for Children and Family Services, Ohio Department of Mental Health, Ohio Department of Alcohol and Drug Addiction Services, Council on Accreditation of Rehabilitation Facilities

## CONTRACT AGENCY

Cuyahoga County Board of Mental Retardation/Developmental Disabilities, Cuyahoga County Community Mental Health Board, Cuyahoga County Department of Human Services, Western Reserve Area Agency on Aging, Passport