



Annual Report
2014 - 2015

Jewish Family Service of Greater New Orleans is a social service agency dedicated to preserving, strengthening, and enhancing the well-being and self-sufficiency of individuals and families at every stage of life.

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Dear Friends,

We are pleased to provide you with Jewish Family Service’s (JFS) first published Annual Report, which will replace our bi-annual newsletters. In the pages that follow, we will present and summarize some of the major accomplishments of the past year and share some exciting changes to our current services. We feel this will accommodate the needs of individuals and families more than ever.

Since 1948, Jewish Family Service has assisted residents of the Greater New Orleans area. Our services have touched people during challenging and difficult times. The past year has been no exception. Our agency is one of the few mental health providers that still offers a sliding-fee scale based on household income. For so many we serve, it is essential that our services remain affordable so that everyone has the opportunity to access appropriate care and receive the support they need.

Jewish Family Service works with about 7,000 people annually. In our 67-year history, there have been changes to our programs and services; however, it has always been our priority to evolve in ways that will best address the most urgent and pressing needs. For example, our counseling services have grown over the last year and our clinical staff is working with over 500 clients per year. Each of our three locations – Metairie, Uptown and the Northshore – have added hours and/or days of service to their schedules to accommodate increased demand.

JFS will soon launch a comprehensive Geriatric Family Consultation Program, which will assist families – particularly older adults – in assessing choices for short- and long-term needs. We expect it will become the keystone program of a “Center of Excellence” JFS is creating for older adult care in the greater New Orleans area.

Other programs at Jewish Family Service include:

INTENSIVE CASE MANAGEMENT AND FINANCIAL ASSISTANCE– These two programs are the basis of much of our clinical and financial support and enable JFS to act as a vital safety net for the most vulnerable members of the Jewish community.

LIFELINE – With over 500 subscribers to our personal emergency response system, Lifeline enables older adults to remain independently at home for as long as possible.

HOMEMAKER – Like Lifeline, Homemaker helps seniors to remain safely in their own homes. Our caring homemakers provided light housekeeping and transportation services to almost 100 people this year.

CATCH-A-CAB – A subsidized taxi voucher program for senior members of the Jewish community, Catch-A-Cab has expanded the transportation options for its clients. This year, the amount of vouchers available to participants has increased from \$100 to \$140 every three months.

TEEN LIFE COUNTS – This past academic year, Teen Life Counts updated its curriculum to reflect Best-Practice standards recognized by the American Association for Suicidology (AAS). This important suicide prevention and education program reached 3,270 students, faculty and parents in area public, private, parochial and charter schools.

As JFS looks toward the future we will continually evaluate our programs and keep the community’s best interests at the forefront of our decision-making process. It is because of the incredible support of our contributors, volunteers and community partners, including the Jewish Federation of Greater New Orleans, the Jewish Endowment Foundation and the United Way of Southeast Louisiana, that we are able to act for the benefit of so many.

Sincerely,

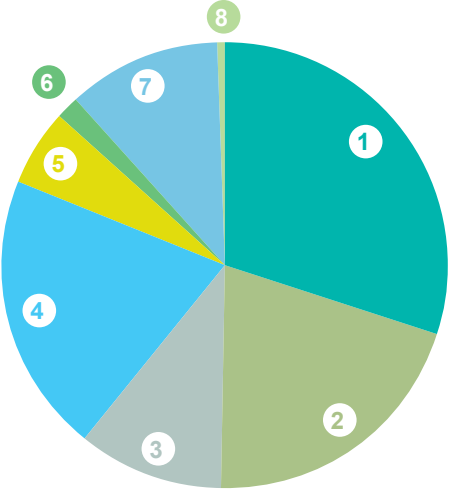
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Financials

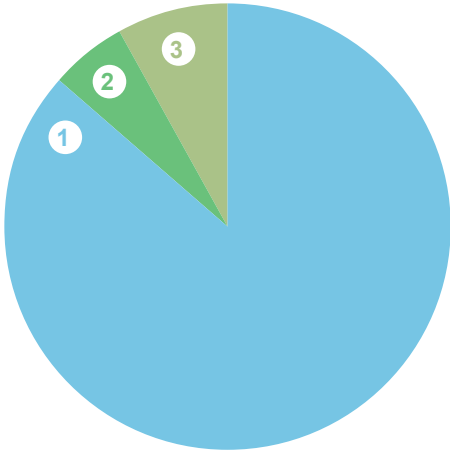
Revenue & Support

1	Program Service Fees	\$ 439,136
2	Contributions	\$ 297,524
3	Jewish Federation Allocations	\$ 151,159
4	Grant Income	\$ 295,695
5	United Way	\$ 81,533
6	In-Kind Donations	\$ 24,861
7	Investment Income	\$ 164,346
8	Other Revenue	\$ 4,196
		\$ 1,458,450



Functional Expenses

1	Program Services	\$ 1,330,869
2	Fundraising	\$ 85,550
3	General & Administrative	\$ 121,456
		\$ 1,537,875



Support

Pledges, Grants and Contributions	\$ 593,219
Federation Allocation	\$ 151,159
United Way	\$ 81,533
In-Kind Donations	\$ 24,861
Total Support	\$ 850,772

Revenue

Program Service Fees	\$ 439,136
Investment Income	\$ 164,346
Other Revenue	\$ 4,196
Total Revenue	\$ 607,678
Total Support & Revenue	\$ 1,458,450

Expenses

Program Services	\$ 1,330,869
Fundraising	\$ 85,550
General & Administrative	\$ 121,456
Total Expenses	\$ 1,537,875

Change In Net Assets

Change in Net Assets	\$ (79,425)
Beginning of Year (1/1/2014)	\$ 2,549,771
End of Year (12/31/2014)	\$ 2,470,346

Balance Sheet

Cash and Cash Equivalents	\$ 103,149
Accounts Receivable	\$ 24,789
Grants Receivable	\$ 42,204
Unconditional Promises to Give	\$ 60,567
Prepaid Expenses	\$ 19,969
Notes Receivable	\$ 21,809
Funds Held by Jewish Endowment Foundation	\$ 2,225,409
Israel Bonds	\$ 6,000
Property and Equipment, Net	\$ 16,940
Total Assets	\$ 2,520,836

Liabilities And Net Assets

Liabilities

Accounts Payable	\$ 4,609
Accrued Vacation	\$ 24,578
Jewish Federation Loans Payable	\$ 21,303
Total Liabilities	\$ 50,490

Net Assets

Unrestricted - Undesignated	\$ 173,660
Unrestricted - Board Designated	\$ 2,225,409
TOTAL UNRESTRICTED	\$ 2,399,069
Temporarily Restricted	\$ 71,277
Total Net Assets	\$ 2,470,346
Total Liabilities And Net Assets	\$ 2,520,836

Overview of Programs & Services

4,926

Hours of Counseling and Case Management

93

Homemaker Clients

717

Lifeline Clients

3,270

Participants in Teen Life Counts

128

Passover Basket Deliveries

574

Calls for Information and Referrals for Service

126

Program Volunteers

Counseling

Jewish Family Service provides affordable counseling to individuals, couples, families and children of all faiths. Our licensed professional staff provides services relating to issues such as:

Anxiety	Depression	Parenting skills
Anger	Grief and Loss	Stress
Bullying	Impulse Control	Social skills

Case Management

Helps clients and their families with medical, psychological, legal, financial, and crisis intervention issues.

Teen Life Counts

Teen Life Counts (TLC) is a school-based suicide-prevention and education program that was established in 1984. Teen Life Counts uses professional staff and trained community volunteers to teach suicide prevention in area public, private, parochial and charter schools. Students in the TLC program learn how to identify warning signs of depression and suicide, how to talk to a troubled friend, and where to go to get help. They are also taught the importance of breaking a secret to save a life and the danger of alcohol and substance abuse by those who are depressed or suicidal.

Information and Referral

Up-to-date information and referral regarding a wide variety of mental health resources and social services available in our community.



Lifeline

Lifeline is a personal emergency response system that provides 24-hour access to emergency services. The system is easy to use and designed to reduce the risks of living alone. In the event of a fall or an emergency, help is available at the push of a button.

Homemaker

The JFS Homemaker program provides in-home assistance for disabled or older adults. Since 1975, JFS homemakers have been helping people with tasks of daily living and ensuring both safety and independence of individuals in their home. Homemakers visit clients either once a week or twice a month for a period of 2.25 hours.

Catch-A-Cab *

Assisted transportation through taxi coupons for older Jewish adults. The Catch-A-Cab program is designed to supplement the cost of transportation for members of the Jewish community who are 65 years of age or older. Participants receive discounted coupons that are used with local taxi companies. There is no financial prerequisite to participate.

Bikur Chaverim

Bikur Chaverim (Visiting Friends) is a volunteer-based program providing home visits to homebound or partially homebound adults.



When “Ada” learned that the historic building that had been her home for over 15 years was being upgraded and turned into condos, she was initially excited. The 19th-century structure did need electrical and plumbing upgrades, and the changes were long overdue. She had always loved the neighborhood’s conveniences, and the apartment’s affordable rent helped keep her monthly budget expenses on track.

Then, Ada got a notice from her landlord that her lease would not be renewed. She was not only devastated, but was gravely concerned about what few options remained. She had no children or family, and her neighbors had always been her social and emotional support. After a failed effort at litigation to keep her rental, Ada reached out to Jewish Family Service.

Ada was already a client of another JFS program when she sought the additional assistance of a case manager. They worked closely to find an appropriate, safe and accommodating place for her to live and then managed the upheaval of the move and transition process together. The case manager also recognized that Ada was struggling with depression and referred her for short-term counseling.

Three months later, Ada is now much more settled in her new space, and recently celebrated her 78th birthday with a gathering consisting of both her old and new neighbors.

Overview of Programs & Services



“Henry S.” is 89 and lives independently in a small house in Mid-City. Now extremely visually impaired and hard of hearing, he needed help with household chores such as making his bed, cooking and light cleaning. Though he cherishes visits from his three children and their families, who live in close proximity, their busy schedules limit what they are able to help him with. Henry relies on friends to drive him to and from the historic house where he volunteers and he enjoys the interaction with visitors and staff. Neighbors sometimes drop by with dinner or will make sure his yard doesn’t get overgrown.

There have been discussions of entering an assisted-living facility in the past, but Henry has resisted the idea. Two years ago, Henry’s daughter, “Collette,” contacted JFS to arrange for Homemaker services every other week. His Homemaker not only helps around the house, changing bed linens, washing dishes and cooking, but she also takes him to the grocery and helps him with other shopping and errands. Collette and her brothers are able to assist him between visits to make sure that all Henry’s needs are taken care of. Henry’s Homemaker also confers regularly with Collette. It has been a remarkable partnership. Homemaker services have also positively changed Henry’s sense of well-being and independence and have improved his outlook significantly. We are hopeful Henry will remain a Homemaker client for many more healthy and productive years.

Adoption

JFS offers adoption home studies and post-placement studies. The service educates families about the adoption process and the special issues that adoptive families face.

Financial Resource Center*

Provides small grants and loans to Jewish families and individuals.

Passover Food Baskets*

Traditional holiday food gift baskets are provided to Jewish families, nursing home residents, and individuals needing assistance in celebrating the Passover holiday.





Girl Power

A fun and empowering social skills group open to young girls, ages 8-13. This group is designed to help participants develop the skills to handle anxiety, peer pressure, and bullying. Age-appropriate group activities and discussions promote self-confidence and encourage positive friendships among peers. Participants also learn to communicate their feelings clearly and effectively, make positive choices, and cope with stress and anxiety.

U.S. Committee for Refugees and Immigrants (USCRI)

Post Release Services to Unaccompanied Minors

Serves foreign-born children who are fleeing dangerous situations in their home countries and arrive in the United States as unaccompanied minors.

Clients are referred directly from USCRI

Trafficking Victim Assistance Program (TVAP)

Serves foreign-born victims of sex and labor trafficking.

Continuing Education

JFS offers continuing education seminars for mental health professionals. These sessions are open to the general public, but are specifically offered for the benefit of colleagues and peers who are required to receive educational credit hours to stay apprised of current information and practices.

** Denotes program or service available only to members of the Jewish community.*



Diagnosed previously with an Obsessive Compulsive Disorder (OCD), “Robert” had cultivated a roster of ingrained habits over his 45-year life which had helped him function day-to-day. However, these habits had evolved into rituals that became progressively more mandatory to perform - not carrying them out would paralyze him with fear and foreboding.

Robert realized that his compulsions were inhibiting him after experiencing a series of personal and professional difficulties, so he turned to JFS for help. His therapist has been working with him and is using several different approaches to enable Robert to cope with these behaviors. After several weeks of sessions, he is reporting a better management of some the more crippling habits. While he will likely continue with his therapist for a few more sessions, both are optimistic that Robert now has the appropriate coping skills in place to manage his OCD long-term.

Donor Spotlight: Adele Cahn



Adele Cahn sought neither fanfare nor recognition when she quietly agreed to underwrite the Catch-A-Cab program (CAC) at Jewish Family Service in early 2000. Fifteen years later, this discounted transportation program for older adults has, quite definitively, changed mobility and access for Jewish seniors in the greater metro area.

It was Sandy Levy, Executive Director of the Jewish Endowment Foundation, who presented the idea to Mrs. Cahn after hearing about a similar program in another community. Cahn didn't hesitate and generously stepped forward. "I was interested because it helped elderly people do things they couldn't do, and relieved families of the obligation to take them to doctor's appointments, on errands or to synagogue."

Every quarter, eligible subscribers (older adults in the New Orleans Jewish community) have been able to purchase up to \$100 worth of taxi vouchers for a deeply subsidized cost of \$25 (it was recently raised to \$140 worth of coupons for \$35) and they are transported by participating cab companies. Using these vouchers gives adults ages 65 and older the means and ability to have access to transportation and, therefore, more independence to stay socially active and emotionally engaged.

Cahn chose to maintain her anonymity about her patronage of the Catch-A-Cab program for over a decade and has traditionally deflected the notion of public appreciation and recognition. "I gave the money unconditionally," she said. "Once you give, you let it go. There seemed to be such a need for this service." She was highly amused by the community's interest in the identity of the donor with such great foresight. "In the beginning, they thought it was a man," she laughed. "But I still didn't let them use my name for a long time."

Cahn has never actually used the service that she has supported for so many years. Now 98, she is thoughtful about the future of the Catch-A-Cab. "I know, eventually, they'll have to have money from another source," she said, "but I would like to see it continue as a service for Jewish families."

Catch-A-Cab remains one of the most progressively visionary programs at Jewish Family Service. We remain indebted, both to Adele Cahn for her recognition of the difference that Catch-A-Cab could make for the greater New Orleans Jewish community and to the Jewish Endowment Foundation for their research into the implementation of the program.

Our Supporters



\$50,000 and above

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\$25,000 - \$49,999

The Cahn Family Foundation
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\$10,000 - \$24,999

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- Lee Vorisek & Alta Max, L.L.C.

**deceased*

This list represents contributors of \$100 and above to Jewish Family Service from June 1, 2014 – June 30, 2015. Prior to June of 2015, assumption of publication had never been conveyed to our donors. JFS attempted to contact each individual, couple, family, foundation, organization and business via email and telephone follow up. We regret any errors or omissions in this publication. Please be in touch with the Development Office to update your records so that we may recognize you appropriately in the future. Thank you to ALL JFS supporters!



Ways to Give

Support the Work of JFS

1. BECOME A FRIEND OF JFS. Support us all year as a Friend of JFS. It is through your contributions that we are able to offer our sliding fee scale and keep our programs and services affordable and accessible to everyone.

2. MAKE A DONATION IN HONOR OF SOMEONE. For the friend, relative or neighbor who has everything! You can help make a difference for someone in our community with a meaningful gesture that will be appreciated by both the gift recipient as well as our clients.

3. MAKE A DONATION IN MEMORY OF SOMEONE. Pay tribute to loved ones who were an important part of your life with a beautiful expression of remembrance.

4. SUPPORT A JFS PROGRAM THAT HAS MADE A DIFFERENCE FOR YOU. You may designate your gift to underwrite specific programs at JFS such as Teen Life Counts (teen suicide-prevention program); Counseling; Bikur Chaverim (Visiting Friends); Lifeline (personal emergency response system); Homemaker (weekly home help and transportation for older adults); The Julanne Isaacson Fund for Staff Development; or Passover Baskets.



When “Bob and Susan M.” brought their daughter, “Jenny,” in for assessment and counseling, they assumed she had a moderate conduct disorder. At 12, she was already prone to lying and cheating, but was also being generally defiant. The parents wondered if her extreme behavior – compared to her other classmates – had to do with her difficult history.

By the age of 7, Jenny had experienced inappropriate sexual behavior on several occasions by her babysitter and had suffered severe depression and anxiety as a result. She was terrified to get called on in class and had stage fright about anything that involved public speaking. In addition, Jenny’s parents were trying to manage her fears through increased structure and discipline, which only exacerbated the anxiety and made Jenny defensive and reactive.

Working with both the child and her parents, Jenny’s therapist was able to offer some new techniques to address the child’s issues and the parent’s responses to her anxiety. Over a two-month period, Jenny’s confidence grew, and just recently, she reported that she had actually been able to read a speech aloud in front of her school assembly – something she would have never been able to do before. Her teachers have remarked on her improved behavior and her parents are hopeful that her progress will continue.



Volunteers Make a Difference!

“Visiting my friend gives me great joy and my friend is so happy to share her life with me.”

“I chose the Teen Life Counts program because I enjoy working with teens, but especially because I feel that this program is important. Sadly, I know of teens who lost their lives by completing a suicide. Imagine what they could have done with their lives if this had been prevented.”

“I’ve been volunteering with Lifeline for many, many years. My “subscribers” have become my friends. I’ve gotten to know about their families and their interests. I get concerned when I get a no-answer and will continue to call until I get them. They also know me and look forward to my monthly call.”

Several programs at Jewish Family Service depend on a corps of dedicated volunteers who work closely with staff in order to ensure the best care for our clients. JFS recruits year-round for participants in our Bikur Chaverim (Visiting Friends), Teen Life Counts (TLC), and Lifeline programs. These volunteers are an essential extension of our agency’s services.

● **Bikur Chaverim**

Bikur Chaverim volunteers, called “Visitors,” are paired with “Friends” who are homebound or partially homebound seniors. The volunteer visits in person with the participating Friend every other week and will contact the Friend by phone in the weeks between. The goal of the program is to keep older adults from becoming isolated and alone and to keep them engaged and interested. However, both the volunteer and the Friend benefit equally from the relationship, as they are connected through shared interests and generally develop very close bonds.

● **Teen Life Counts (TLC)**

Volunteers for TLC receive training through the Teen Life Counts Coordinator to implement JFS’s teen suicide prevention and education program in schools across the greater metro area. Suicide rates are escalating across the metro area at an alarming rate. With teens, a person who is seriously contemplating suicide will frequently confide in a peer rather than an adult. TLC’s life-saving curriculum encourages students, ages 14-18, to break the code of silence if they are concerned a friend or a classmate is at risk for suicide or self-harm. The volunteers enable TLC to reach many more students and Gatekeepers (trusted adults) in order to relay this important program.

● **Lifeline**

Lifeline is a personal emergency response system that provides subscribers access to assistance 24 hours per day/ 7 days per week, enabling the participants in the program to live safely and independently at home for as long as possible. In the event of a fall, the subscriber will push a button that they wear around their neck which alerts the Emergency Response Center. JFS volunteers call clients once a month to encourage them to test their equipment to make sure everything is in perfect working order in case it is ever needed.



“We love volunteering for the Passover Basket project! This year, our family helped with packing boxes and delivering them to recipients. It’s a great way to get everyone from children to great-grandparents involved.”



Moving Forward

The coming year will bring exciting new changes for JFS. In May 2015, we relocated our offices at Causeway Plaza to a space that more adequately accommodated our needs. Then we received several bits of good news, which we are pleased to share with you.

- Starting in January 2016, the Agency's Geriatric Specialist will begin seeing clients as part of our newly-created **Geriatric Family Consultation Program**. The Jewish Endowment Foundation and Federation recently provided the essential first funding so that resources in the community can be researched, compiled and available for individuals and families with members who are interested in assessing choices for short- and long-term needs.
- A generous contribution from the Oscar J. Tolmas Charitable Trust will allow JFS to expand our **partnership with the Jewish Community Day School**. For the last two years, thanks to funding from the Jewish Endowment Foundation (JEF) and Jewish Federation of Greater New Orleans, Jewish Family Service has been offering workshops for parents, leading classroom sessions with students in all grade levels, and consulting with faculty and administration.



This new funding will enable JFS to provide a counselor on site at JCDS for two half-days per week with additional hours at the JFS offices focused primarily on children and adolescent.

- **JFS's counseling program is growing!** The Agency now offers additional clinical hours at all three offices: Metairie, Uptown and Northshore. Separately, JFS has agreed to add four additional internship-level positions and a part-time licensed clinical supervisor to the staff. There are multiple benefits to the community with this new partnership. It will enable JFS to reduce its sliding-scale fees even further to accommodate individuals and families of a broader socioeconomic spectrum in the greater New Orleans area. It will also provide a valuable training center for new graduates of LCSW and LPC programs so they may qualify for state licensing and certification.

- Jewish Family Service was selected as one of 13 agencies nationwide to participate in a grant program, **Solutions to Senior Hunger (SSH)**. MAZON: A Jewish Response to Hunger in partnership with the Association of Jewish Family and Children's Agencies and the Walmart Foundation is conducting a year-long study aimed at improving the quality of life among low-income seniors by increasing their access to food. SSH is a program that provides outreach, education and application assistance for the Supplemental Nutrition Assistance Program (SNAP) in targeted states across the country to alleviate poor nutrition, hunger and food insecurity among older adults. This is an extraordinary opportunity for JFS to deepen its understanding of our community's needs and to provide assistance to older adults in applying for these benefits.

MAZON | A Jewish Response
To Hunger



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