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150 Years of Tradition and Community Impact

When Jewish Family Services (JFS) opened its doors 150 years ago, our founders could not have imagined how the world would change or how our agency would grow from a small grass roots, volunteer-led organization to a community leader in social services, outpatient mental health services, and affordable housing. Over these many years, our Jewish traditions and values have remained the same but our services evolved and continue to impact those who need help most. We remain as committed as ever to hope, help, and healing in our community.

On behalf of the Board of Directors and staff, we are pleased to share with you the many ways that JFS fulfills our mission in big and small ways every day. JFS is fortunate to have the support of generous donors, volunteers, and community partners who believe in our mission and supporting the dignity, independence and quality of life of those we serve, including youth, adults, persons with disabilities, seniors, and families with low income.

As we reflect on our proud history of 150 years of service, we not only celebrate our past accomplishments but we look forward to meeting the current and emerging needs of our community with great strength and determination.

Thank you!



John A. Yopps, MS, ACHE
President and CEO



Steven D. Zimmerman
Board Chair

OUR MISSION

To provide supportive services that will strengthen families, children and individuals throughout the life cycle within the context of their unique needs and traditions.

OUR VALUES

Long held Jewish traditions of *Tikkun Olam* (repairing the world or making the world a better place) and values of *Chesed* (loving kindness) and *Tzedekah* (righteousness, justice) give our organization a deeply rooted sense of responsibility to care for our community, not as a burden, but as a *Mitzvah* (obligation).



Jewish Family Services believes that reducing the stigma associated with mental health issues and increasing access to quality care is critical in supporting the overall health, wellness and quality of life in our community.

Hirsh Larkey Mental Health Conference

Since 2007, Jewish Family Services (JFS) has hosted community programs on mental health issues with the goal of increasing awareness of mental wellness, decreasing stigma, and helping to create a caring and inclusive community which welcomes and supports people with mental illness and their families.

Past programs such as “The Many Faces of Depression: Hope and Health” featuring Olympian Suzy Favor Hamilton, “Tough Guise” by Jackson Katz, and “Compassion Fatigue” by Mary Jo Barrett have offered education and professional development resources to individuals impacted by mental health challenges, their families and caregivers, mental health and primary health care providers, advocates, and social workers.



Bill Dehkes, Michael Atkinson, Rachel Nelson, Dan Foley, and Mark Meier

“It’s estimated that six million men in the U.S. suffer from a depressive illness, but experts believe the percentage is actually much higher. Given society’s expectation for men to be strong and not talk about how they feel, men are less likely to report depression to their doctor.”

—Michael Luber, PsyD
JFS Psychologist

Today, the Hirsh Larkey Mental Health Conference has earned a reputation as an excellent local resource for community outreach and education focused on mental health issues. In May 2017, the conference featured a three hour seminar, “Real Men, Real Stories”, led by key note speaker Mark Meier, Executive Director and Founder of Face IT with panelists Bill Dehkes, Dan Foley, and Michael Atkinson to address depression and healing from the male perspective. Attendees learned how to recognize the hidden warning signs of depression, gained a better awareness of the challenges men face in coping and seeking treatment and finally, learned more about innovative and nontraditional treatment options that support successful recovery.

We thank our event sponsors, the Charles E. Kubly Foundation and Aurora Health Care, for making this event possible.



John Yopps, Carmen Pitre, David Weiss, Bonnie Bockl Joseph and Steve Zimmerman

Luncheon of Champions: Celebrating Local Leaders

This extraordinary annual event allows Jewish Family Services (JFS) the unique opportunity of honoring exceptional and remarkable individuals, nonprofits, and corporations who exemplify, on a daily basis, outstanding leadership and commitment to our community. In June 2017, we were pleased to honor Bonnie Bockl Joseph, General Capital Group, and Sojourner Family Peace Center as local community heroes at our 10th Annual Luncheon of Champions event at the Pfister Hotel in downtown Milwaukee.

General Capital is a leading real estate development firm focused on building exceptional real estate projects in urban and suburban neighborhoods. In 2009, the firm was instrumental in convening key stakeholders and collaborating partners to advance the development of JFS's Deerwood Crossing Senior Residences and Bradley Crossing Supportive Housing Community.

Sojourner Family Peace Center is the largest provider of domestic violence prevention and intervention services in Wisconsin, serving more than 9,500 clients annually. In 2017, Sojourner's partnership with Jewish Family Services resulted in 921 mental health and trauma-related counseling sessions for survivors of sexual assault and domestic violence.

Bonnie Bockl Joseph does not shy away from taking action on issues of inequality or social justice. While she does not seek out the spotlight, she will use it to shine a bright light on important problems affecting individuals, families, children, and local neighborhoods. She speaks with great candor, a little bit of humor and a sincere commitment to find a solution to any problem. From her work with a long list of local nonprofits, including Jewish Family Services (JFS), you can see that her interests are varied, yet deep and personal to her and her vision for a world where everyone is cherished, everyone has a sense of belonging, and everyone has a chance to succeed.

The event featured a client's personal reflection on the impact of JFS' services and Joanne Williams, host of the award winning "Black Nouveau" on Milwaukee Public Television, served as mistress of ceremonies. Nearly four hundred guests were in attendance and over \$60,000 was raised to support our mission and services. We sincerely thank all of the corporate sponsors and individual donors who made this possible.

LUNCHEON OF CHAMPIONS

JFS Honors Community Heroes

LEGACY CLUB SPONSORS



Bonnie and Leon Joseph



LEGEND CLUB SPONSORS

- Anon Charitable Trust & CT Charitable Trust
- Marcus Hotels and Resorts
- Bud and Sue Selig
- Spectrum Nonprofit Services
- von Briesen & Roper, S.C.

LEADERSHIP CLUB SPONSORS

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- Suzy Ettinger
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- Goodwill Industries
- Michael and Betsy Green
- Robert and Mimi Habush
- Husch Blackwell, LLP
- Pam Kriger
- Marvin and Marlene Lauwasser
- Richard and Roberta London
- Mandel Group
- Northwestern Mutual
- Park Bank
- Quarles & Brady
- SVA Certified Public Accountants
- Sam and Olga Vaynshtok
- John Yopps and Melissa Chudnow

Celebrating 150 Years of Hope, Help, and Healing in Our Community



Lerner Family

In September of 1867, the founders of Jewish Family Services (JFS) held their first formal business meeting to launch a special society to meet the urgent needs of the local Jewish community. JFS is one of the longest standing Jewish-based organizations and one of the oldest incorporated organizations in Wisconsin.

In October of 2017, we kicked off our 150th Anniversary celebration at our annual meeting held at Congregation Emanu-El

Here are a few of our remarkable accomplishments during our 150 year history:

1867

The Jewish community organizes the Hebrew Relief Society. With no paid staff and a budget of only a few hundred dollars, funds are raised through dues, fund solicitations and charity balls.



MILWAUKEE
JEWISH FEDERATION

1902

The Hebrew Relief Association helps organize The Federated Jewish Charities (now the Milwaukee Jewish Federation).

1889

The Hebrew Relief Society is renamed The Hebrew Relief Association and expands its mission to assist and integrate many Jewish refugees from Russia and other European Countries.

1919-1920

The Hebrew Relief Association helps organize the Society for the Care of Dependent Jewish Children. Concerns about the lack of medical care led to the establishment of medical services in the Outpatient Department at Mt. Sinai Hospital and the Sol Fein Memorial Dental Clinic.



1926

Establishes the Abraham Lincoln House as the first nursery school that became the nucleus of the present UWM Nursery School and Day Care Center.

1937

The Great Depression necessitates new vocational programs that later become Jewish Vocational Services (JVS). A Self-Help Fund assists the unemployed and immigrants to establish their own small businesses.

1948

Services expand to children through a merger with Milwaukee Jewish Children's Home and a new agency name of Jewish Family & Children's Services.

2002

Opening of the Jackson Street Child Development Center to care for nine children ages six weeks to five years.





B'ne Jesurun. Past President, Howard Sosoff, opened the event with a warm welcome and past JFS President and CEO, Sylvan Leabman, spoke about JFS' transformation over the years, with special recognition given to all of JFS' past leaders. Honored guests included Maury Schechtman and Lenore Picus who lived in JFS' Children's Home and spoke of fond memories and affection for Ethyl and Phil Barnett, who operated the home. Bob and Mary Lerner shared their personal story of adopting their son, Ben, who was the last child adopted from JFS' orphanage.

150th Anniversary Taskforce Co-Chairs, Bonnie Bockl Joseph and Marlene Lauwasser made the exciting announcement of our \$1.5 million campaign to raise funds to support access to services, investment and capital improvements in affordable housing, and to build our endowment for the long-term sustainability of JFS. Milwaukee County Circuit Court Judge Mary Triggiano wrapped up the evening with a keynote address on Adverse Childhood Experiences (ACE) and the importance of JFS' clinical focus on trauma informed care.



Our milestone anniversary was recognized by the Milwaukee County Historical Society

2007

JFS Celebrates 140 years of service and honors past Presidents and former Executive Vice President Elliot Lubar for their Leadership, Legends and Legacies. Bart Starr delivers his keynote address to over 450 guests.



2008-2009

JFS received \$10.4 million in Affordable Housing Section 42 tax credits from the Wisconsin Housing and Economic Development Authority (WHEDA) to start construction on Deerwood Crossing, a 66 unit affordable housing apartment building for seniors.



2010

JFS received tax credits from the Wisconsin Housing and Economic Development Authority (WHEDA) to fund Bradley Crossing, a 114-unit affordable apartment building for individuals with and without disabilities. The result was a model apartment complex that promotes independence and integration for individuals requiring support services and other forms of assistance.

2013-2014

The clinic added Nativity Jesuit Middle School, to our in-school counseling program. JFS is one of the first agencies in Southeast Wisconsin that has licensed clinicians on site at schools. In addition to Nativity, JFS also served clients at Central City Cyberschool and the Brown Deer School District.



2016-2017

JFS partners with Sojourner Family Peace Center as a co-located agency to provide mental health and trauma-related counseling services to survivors of sexual assault and domestic violence.

1,999 Unduplicated Total Clients Served

PARTNERSHIPS

JFS FY 2017 CLIENT DEMOGRAPHICS



AGE	
UNDER 18	6%
18-34	15%
35-54	20%
55 AND OLDER	59%



ETHNICITY	
WHITE	65%
AFRICAN AMERICAN	26%
HISPANIC	5%
OTHER	4%



INCOME	
UNDER \$15,000	73%
\$15,000-\$37,000	16%
OVER \$37,000	11%



RELIGION	
JEWISH	43%
NON-JEWISH	57%



GENDER	
MALE	34%
FEMALE	66%

OUT PATIENT MENTAL HEALTH CLINIC PROGRAM OUTCOMES

91.48%
of Outpatient Mental Health clients reported making progress toward at least one treatment goal.

90.27%
of Outpatient Mental Health clients reported that overall, their life was better than before.

Client survey results from United Way of Greater Milwaukee and Waukesha County Reports

School-Based Counseling: Breaking Down Barriers to Care

Jewish Family Services (JFS) was one of the first outpatient mental health service providers to improve access to counseling services for children by locating clinicians in a school setting. Our School-Based Mental Health (SBMH) program improves students' mental health and prosocial behavior while addressing symptoms of stress and trauma, such as peer relationship problems, conduct issues, or emotional instability. JFS provides services in the Brown Deer School District and at Central City Cyberschool. Children who are identified by teachers, other staff or parents as needing mental health services are enrolled in one-to-one counseling sessions that occur during the school day. Locating services in the school leads to greater participation because children don't have to travel or make changes to their daily routine. As a model, school-based counseling is shown to be more effective than counseling offered in traditional settings. According to the School Based Health Alliance, barriers experienced in traditional mental health settings—stigma, non-compliance, inadequate access—are overcome in school-based settings and students served in schools had fewer discipline problems, course failures, and school absences. When a student in counseling shows improvement, other students in the school environment are less impacted by a struggling student's classroom behavior, teachers can focus on education rather than behavioral issues, and families receive much needed support in understanding and helping their child manage his or her problems.

Many of the children who participate in school-based counseling experience behavior problems and/or mental health disorders as a result of chronic stress, trauma, and/or depression. Students with significant personal trauma benefit from our clinicians' expertise in Trauma Informed Care (TIC) that addresses the potentially long term negative impact of Adverse Childhood Experiences (ACE). The Centers for Disease Control and Prevention (CDC) reports that mental health problems are far more common among individuals living in poverty. In Wisconsin, 22% of poor children, and less than 9% of children in wealthier homes experience mental health issues. More than half our clients this school year are living in extreme poverty, with annual family income below \$10,000.

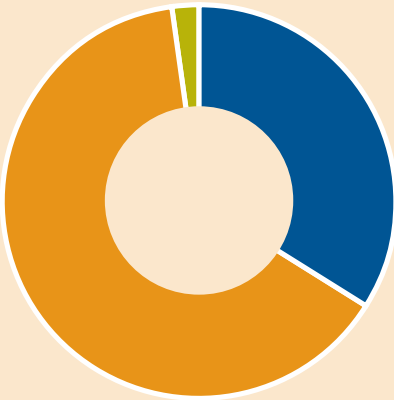
Our collaborative therapeutic process maximizes engagement with the student, their parents and teachers. It also improves awareness of the mental health challenges faced by children and reduces the stigma associated with treatment. We are able to provide school-based counseling through a combination of insurance reimbursement and philanthropic support. We thank the Milwaukee Brewers Community Foundation and the Gene and Ruth Posner Foundation for their support of this program.



Children who are identified by teachers, other staff or parents as needing mental health services are enrolled in one-to-one counseling sessions that occur during the school day. Locating services in the school leads to greater participation because children and their families do not have to travel or make changes to their daily routine.



DISABILITY CASE
MANAGEMENT (DCM)
CLIENT DEMOGRAPHICS



GENDER
● FEMALE 64%
● MALE 34%
● TRANSGENDER 2%

60%
are age 45-64

40%
have annual incomes
less than \$15,000

92%
are White

8%
are African American

99%
prefer English as
primary language

MILWAUKEE COUNTY
is the primary area of
residence for **93%**
of clients followed by
OZAUKEE COUNTY
at **4%**.

Support Services for Individuals with Disabilities

Our Disabilities Case Management (DCM) program serves individuals with developmental and intellectual disabilities and chronic mental illness with a focus on collaborative, client-centered treatment planning, independent living skills, financial support, and assistance with decision-making. We help clients reduce personal isolation and overcome stigma associated with having a disability through socialization activities that promote building relationships and a sense of community with others.

Nine years ago, a distraught mother brought her adult son, Juan, to JFS, desperate for help. She had lovingly adopted him and his little sister from an orphanage in Columbia when he was six years old. It was apparent that he had suffered abuse in early childhood and, as he matured, his situation worsened. During his teenage years he affiliated with gangs and by the time we met him (in his mid-twenties), he was living in very unstable housing – couch-surfing among various associates – and suffering from serious physical and mental health issues.

In addition to obvious and serious mental health issues, Juan has many complex and debilitating physical ailments, including Polymyositis (an uncommon inflammatory disease that causes muscle weakness) and Rheumatoid Arthritis. Amazingly, despite this, his first attempt to file for disability coverage was denied. JFS secured an attorney to appeal the decision and provided financial assistance which allowed for a secure living situation over the nearly two years it took for the appeal to be successfully completed.

Now 36 years old, his is truly a success story. He is a reliable employee who takes great pride in his work at a local restaurant (25 hours per week). He has been recognized by the ownership for the high quality work he does behind the scenes at the restaurant. (Once, while he was absent for a period of time, they received complaints from customers that the food tasted different, and attributed it to his absence.) He is an active member of his church, attending twice weekly. He has a group of friends and participates in social outings such as JFS’ Sandy Naimon Breakfast Club, and a monthly men’s group organized by his remarkably committed psychiatrist, Dr. Longo (Aurora Health). He has a strong sense of personal responsibility, demonstrated when he repaid back JFS for the financial support he received during the lengthy appeal process.

Despite his apparent capabilities, Juan’s life remains full of challenges that are unimaginable to most people. At 36, he experiences medical challenges of someone decades older; he has had a knee replacement, foot surgery, and routinely sees specialty care doctors. Recently, a case of the chicken pox resulted in a three-day hospital stay because of the risk it posed to his compromised immune system. His JFS case manager handles the complex logistics of scheduling and transporting him to appointments so that he is able to maintain his employment.

Juan’s story shows how coordinated care can transform an unstable life into a very productive and fulfilling one. In his words, “I have learned of services that can help me and not to be ashamed of my illness. I know when to ask for help when I feel uncertain of my life. When I felt there was no hope for me, I was reassured that there is, was, and will be a purpose for my being here. JFS has taught me to stand up and hold my chin up like when I made my first soccer goal as a kid.”

**FY 2017
JEWISH FAMILY SERVICES
BOARD OF DIRECTORS**

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IMMEDIATE PAST CHAIR

Bonnie Bockl Joseph

JFS Financials

For the year ending June 30, 2017 (audited)

REVENUE

Contributions & Bequests	\$757,506
Milwaukee Jewish Federation	458,548
United Way	321,713
Service Fees	510,398
Grants	501,615
Contracts	2,011,549
Government Funds	132,926
Other	256,923
Endowments	405,161
Special Events, net	64,179
Total Revenue	\$5,420,518

EXPENSES

Personnel Costs	\$3,512,242
Professional Fees	243,325
Other Expenses	921,306
Total Expenses	\$4,676,873

Surplus

\$743,645

ENDOWMENTS

Unrestricted Funds	\$ 4,212,161
Restricted Funds	
Family Counseling Programs	324,369
Older Adult Services Programs	305,616
Disabilities Care Management Programs	197,833
J-HELP	174,352
Other	31,250
Total Endowments	\$5,245,581

*Endowment balance as of June 30, 2016

\$4,943,900

JFS HOUSING FY 2017
RESIDENT DEMOGRAPHICS
BRADLEY CROSSING
223 TOTAL RESIDENTS



AGE

18 AND YOUNGER . . .	43%
19–29	15%
30–45	15%
46–60	14%
60+	13%



INCOME

UNDER \$15,000	29%
\$15,000–\$37,000	63%
OVER \$37,000	8%



ETHNICITY

AFRICAN AMERICAN . . .	65%
WHITE	35%

A Place to Call Home

As a trusted social service provider for the last 150 years, we know firsthand that individuals with disabilities, especially those with chronic mental health issues, seniors, and low income families face many challenges in securing safe and affordable housing and receiving specialized support services that promote full inclusion, housing stability, and a better quality of life. Despite the requirements of the American with Disabilities Act and the Fair Housing Act, individuals with disabilities and low income families experience high levels of discrimination in choosing where they want to live. In 2009, Jewish Family Services took action to address the urgent community need for safe and affordable housing for all persons. This vision led to the opening of Deerwood Crossing Senior Residences, Bradley Crossing, and the Harry and Jeanette Weinberg Residences at Bradley Crossing. Our service model has been highly effective in promoting a welcoming and inclusive residential environment in which adults and children with and without disabilities can live together, develop meaningful relationships, and build a strong sense of community without stigma, fear of discrimination, isolation, or vulnerability. This model of successful integrated housing serves as a highly visible example to the community of affordable, accessible, quality living options that allow individuals with disabilities to remain anchored in communities with which they are familiar. In total, nearly 350 residents call our residential community “home”.

We thank the **Harry and Jeanette Weinberg Foundation**
for its generous support of JFS Housing





Leveraging Technology to Achieve Quality Care

In the spring of 2017, Deerwood Crossing Senior Residences implemented a web-based electronic health records system specifically designed for assisted living and senior care communities. The software features electronic medical administration record (eMAR) capabilities that provide alerts to staff to ensure medications are administered on time and according to a resident’s care plan. Nursing staff is able to easily monitor the medication inventory with real-time notifications and reorder via the software’s integration with Deerwood’s pharmaceutical provider. The software also allows resident aides to track care management tasks. It also creates and stores patient health assessments, generates care plans, provides electronic charting and assists with state-mandated reports.

Daniel Fleischman, VP of Housing and Residential Programs says, “This new system allows the entire care team to instantly access and update vital information on each resident. Our previous paper-based system was cumbersome and inefficient. If we need to access information for a physician or hospital about someone’s medications, we can do so with the push of a button. Because we can document residents’ care needs directly into the system, we no longer rely on daily hard copy logs to share pertinent care information. This improves our level of communication and improves the quality of care.”

We thank the **Elizabeth J. Tellier Foundation** for its generous support in making the implementation of this new system possible.

JFS HOUSING FY 2017
RESIDENT DEMOGRAPHICS
DEERWOOD CROSSING
99 TOTAL RESIDENTS



AGE

46-54	3%
55-65	20%
65-75	35%
76+	42%



INCOME

UNDER \$15,000	32%
\$15,000-\$37,000	63%
OVER \$37,000	5%



ETHNICITY

AFRICAN AMERICAN	64%
WHITE	36%

**JEWISH FAMILY SERVICES
HOUSING
BOARD OF DIRECTORS**

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Michael Moon
Olga Vaynshtok
Steve Zimmerman



JFS Housing Financials

For the year ending June 30, 2017 (audited)

REVENUE	
Contributions	\$ 51,243
Service Fees	118,293
Contracts	772,799
Other	94,240
Total Revenue	\$1,036,575

EXPENSES	
Personnel Costs	\$337,854
Professional Fees	293,893
Other Expenses	385,856
Total Expenses	\$1,017,603

Surplus	\$18,972
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ENDOWMENTS	
Restricted Funds	
Bradley Crossing	\$3,294
JFS Housing	2,400
Total Endowments	\$5,694

*Endowment balance as of June 30, 2016	\$5,867
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L'dor V'Dor – From Generation to Generation



Dr. Rhoda and Edward Green were married for 50 years. David and Dorothy Frindell were married for nearly 60 years.

Several years ago when Karen and Jim Strom established two Memorial Endowment funds at JFS, they did so with two goals in mind: (1) To honor the memory of Karen's parents (David and Dorothy Frindell) and sister and brother-in-law (Dr. Rhoda and Edward Green), and, (2) to help the community in a meaningful way, both now and in the future. So they created funds that reflected the interests of these loved ones, namely: The David and Dorothy Frindell Memorial Endowment for the Elderly, and the Dr. Rhoda and Edward Green Memorial Merit Scholarship Fund for JFS Staff Advanced Education. They envisioned these custom-designed funds continuing the charitable ambitions of their loved ones for years to come.

Dave and Dorothy had always been champions of the elderly and those in need of a friend. They had married in 1931 during the heart of the depression, so knew about hard times. During the early years of their marriage, Dave opened a small sign shop, working long hours to support his wife and infant daughter. Those were lean days, and he and Dorothy often struggled to make ends meet. Because of it, they were always ready to help others. Weekly visits to aging friends and relatives were a family ritual. And helping those who struggled financially was a given. After nearly 60 years of marriage, Dave passed away in 1990 and Dorothy in 1994.

In a similar way, Rhoda and Ed had always been champions of education and advocates for learning. Her University education was helped along with scholarships and student loans, and his with the GI Bill. Initially, Rhoda became an advertising executive in the world's largest advertising agency, but went back to school and changed careers. She ultimately became a licensed business psychologist specializing in career development. For a short time, Rhoda served as a Professional Development consultant to JFS. Ed had studied education and became a school teacher. However, each acknowledged that without the financial aid they received, they probably wouldn't have

Because of the generosity of Karen and James Strom, scholarships were awarded to psychotherapists Anne David, LCSW and Darcy McDaniel, LCSW.

Continuing my education and knowledge in the area of trauma is an essential ingredient in being able to provide high quality services to our clientele at JFS. The seminar provided an outline of a therapeutic model and practical interventions. This is a subject area that continual training is important and pertinent to our everyday work. It is with great appreciation in which I was able to use the funds to continue to expand my knowledge and use it to help benefit and enhance people's lives."

—Darcy McDaniel, LCSW
Psychotherapist



A number of my clients have experienced chronic abuse and frequently dissociate as a result. This can make their lives quite challenging and often they are turned away by psychotherapists due to their complex presentations. This scholarship allowed me to attend an annual conference hosted by the International Society for the Study of Trauma and Dissociation (ISSTD). This training helps JFS fulfill our vision to reach those in most need and receive the adequate, competent and compassionate help they so truly deserve.

—Anne David, LCSW, MSW
Psychotherapist

been able to afford a college education and their lives would have been much different. Rhoda passed away in 2012 and Ed in 2013 after 50 years of marriage.

With their loved ones gone, the Stroms began considering options for establishing legacy funds for them in 2016. They were well-familiar with JFS and its positive impact on the greater Milwaukee community. Their small family PR firm had been hired as a marketing resource in the 1990's by now-retired JFS CEO, Elliot Lubar. Over a span of a few years, the firm worked with JFS to develop the agency's first website and create a number of its brochures and annual reports.

"During that time, we gained insight into the workings of the agency," Karen commented. "Our firm also witnessed the profound impact JFS had on the community through its vital services – many of which had been provided since the 1920's." According to Karen, the agency's commitment to identifying community needs and filling them through comprehensive programs, a dedicated staff and teams of volunteers were very apparent.

Although neither the Stroms nor their family members personally had occasion to utilize JFS services, "All of us were well aware that they were available if needed," Karen said, adding, "That, in itself, was a great comfort..... so we decided to fund the two endowments with JFS."

In retrospect, keeping the wishes of their loved ones in mind while setting up the endowments at JFS was the start of an ongoing win-win for everyone. "From day one, these funds became a precious link from the past to the future – from generation to generation," Karen said.



Thank you...

INDIVIDUALS

Dr. and Mrs. Marc Ackerman
 Ms. Hannah Ader
 Ms. Leslie Affeldt
 Mr. Oleg Alekseyev
 Ms. Nataliya Alekseyeva
 Mr. Mark Alpert
 Ms. Sara Andrewsavage
 Mr. and Mrs. Chip Andrewsavage
 Mr. and Mrs. Steven Appel
 Mr. and Mrs. William Appel
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 Mrs. Sandra Baron
 Mr. and Mrs. Eugene Bass
 Mr. and Mrs. Donald Baumgartner
 Ms. Marquette Baylor
 Mr. Arthur E. Beck and
 Ms. Laurie Bookstein
 Dr. and Mrs. Irving Becker
 Mr. James Becker and
 Ms. Polly Freeman
 Mr. and Mrs. Irvin M. Becker
 Mr. Werner Benjamin
 Mr. and Mrs. Jerry Benjamin
 Mr. and Mrs. Niles Benn
 Mrs. Lyn Bensman
 Mr. and Mrs. Richard Bensman
 Mr. and Mrs. Kenneth Berke
 Dr. and Mrs. Jonathan Berkoff
 Mrs. Marshall R. Berkoff
 Mr. and Mrs. William Berland
 Cantor Karen and Mr. Elliot Berman
 Mr. and Mrs. Gene Berman
 Mr. and Mrs. Joel Berman
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**May their memory be a blessing*

I 50TH ANNIVERSARY Capital Campaign Is a Success

Our campaign continues to make progress toward our goal of raising critical funds to support immediate and future access to JFS programs, developing a green space at our housing community and to secure additional investments in our endowment. The leadership of campaign co-chairs Bonnie Bockl Joseph and Marlene Lauwasser produced tremendous results with nearly half of our fundraising goal achieved in the first year.





Matthew Desmond, writer of the Pulitzer Prize-winning book *Evicted – Poverty and Profit in the American City*

We thank co-chairs, Roberta London and Olga Vaynshtok and the entire event committee for their commitment and hard work in planning such a successful event.

Home and Hope: A Community Call to Action Event Featuring Matthew Desmond, Author of *Evicted*

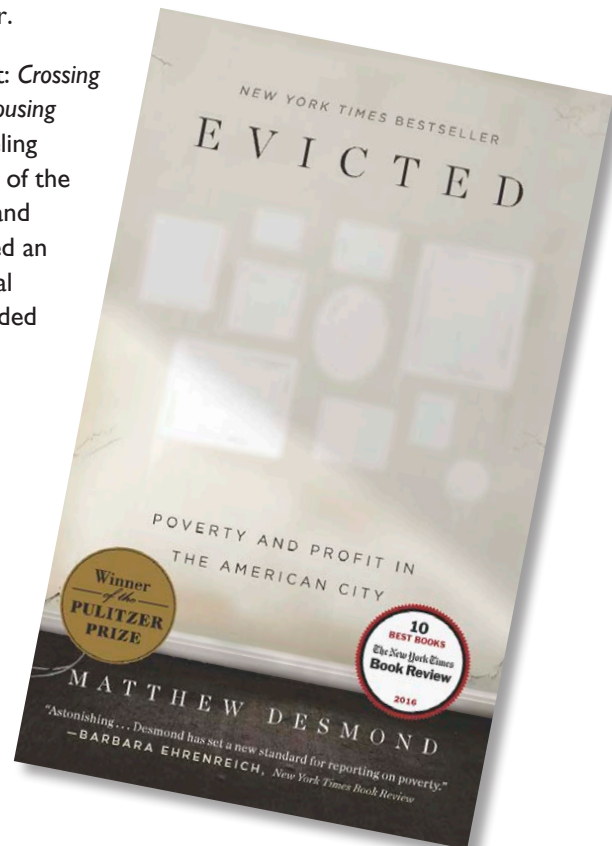
In May 2018, we hosted a community-wide call to action event to shine a spotlight on the epidemic of evictions and its devastating effects on low income families in our community.

The event featured a powerful keynote address by Matthew Desmond, acclaimed author of the Pulitzer Prize-winning book *Evicted – Poverty and Profit in the American City*. Based on the true life stories of individuals in our community, Matthew Desmond describes the desperate reality for families trapped in poverty, searching for hope and a place to call home. Two years after its release, *Evicted* remained at the top of the *New York Times* Best Sellers List, was recently recognized with the 2018 Stowe Prize for Writing to Advance Social Justice, and has been recommended as a “must read” by Bill Gates, President Barack Obama, and other literary critics.

Following the keynote, guests were invited to attend an important community stakeholder panel discussion on the complex social and economic issues challenging our local community. Expert opinions focused on employment development, housing development, public safety, and public health. Panelists included Earl Buford, President and CEO - Employ Milwaukee, Inc., John Chisholm, Milwaukee County District Attorney, Jennifer Sevenich, CEO - Progressive Community Health Centers, and Wyman Winston, Executive Director - Wisconsin Housing and Economic Development Authority (WHEDA). Paula Penebaker, CEO - YWCA Southeastern Wisconsin, served as the panel moderator.

The event featured the exhibit: *Crossing the Line - The Milwaukee Fair Housing Marches of 1967-1968*, a traveling exhibition presented courtesy of the Wisconsin Historical Society and Boswell Book Company hosted an onsite bookstore with a special selection of books recommended for reading after *Evicted*.

“Home and Hope” was the largest special event in Jewish Family Services’ history with nearly 1,000 guests in attendance.





FAIR HOUSING ADVOCATE SPONSOR

- Anonymous

SUPPORTING SPONSORS

- Baird
- Bob and Mimi Habush
- Michael Best & Friedrich, LLP
- The Joseph Family

COMMUNITY STAKEHOLDER

UNDERWRITERS: JFS is grateful to these donors for underwriting tickets for members of our community to participate at no cost:

- Anonymous
- Bob and Mimi Habush
- Jason Steigman and Dori Frankel
- Herb Kohl Philanthropies
- Baird
- Michael Best & Friedrich, LLP

IN-KIND GIFTS:

- Thanks to Uline for generously donating boxes and packing material for JFS to ship copies of *Evicted* to attendees in advance of this event.
- Thank you to Boswell Book Company for serving as a promotional partner.
- Thank you to the Wisconsin Historical Society for sharing the “Crossing the Line” display on the 50 year anniversary of the fair housing marches.

HOME AND HOPE TABLE SPONSORS

- Apartment Association of Southeastern Wisconsin
- Ascension Wisconsin
- Associated Bank
- Aurora Health Care, Inc.

HOME AND HOPE TABLE SPONSORS

- Beth Bauer
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- The EveryDayGood Foundation
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- SVA Certified Public Accountants
- Donna Triplett
- UnitedHealthcare Community Plan WI
- Urban Ecology Center
- von Briesen & Roper, S.C.
- Woman’s Club of Wisconsin
- John Yopps and Dr. Melissa Chudnow

Good Deeds: Sharing the Love of Reading

“For me, reading is a major source of joy and enlightenment. I have an insatiable need to share, especially with children!”

– Pam Kriger
JFS Board Member



In addition to the special events and the capital campaign, JFS also incorporated “Good Deeds” into our 150th anniversary celebration. JFS board members led a three-month book drive to benefit Deerwood Crossing Senior Residences, Bradley Crossing and the Harry and Jeanette Weinberg Residences at Bradley Crossing, an integrated housing community that is home to over 300 residents, including families with young children, seniors, and individuals with disabilities. A wide variety of titles were collected for infants, young children, teens and adults for a total of 553 books. We thank board members Pam Kriger and Randy Nelson for their support of this special project to promote literacy and learning.

Our special thanks goes to volunteers from **von Briesen & Roper, S.C.** for collating book bags and personally delivering them to 210 apartments.



1,936 Unduplicated Total Clients Served

JFS FY 2018 Client Demographics



AGE	
UNDER 18	.6%
18-34	.16%
35-64	.20%
55 AND OLDER	.58%



ETHNICITY	
WHITE	.65%
AFRICAN AMERICAN	.25%
HISPANIC	.5%
OTHER	.5%



INCOME	
UNDER \$15,000	.73%
\$15,000-\$37,000	.16%
OVER \$37,000	.11%



RELIGION	
JEWISH	.41%
NON-JEWISH	.59%



GENDER	
MALE	.32%
FEMALE	.68%

CASE MANAGEMENT PROGRAM OUTCOMES

99.37%

of case management clients reported improvement in their sense of well-being.

Client survey results from United Way of Greater Milwaukee and Waukesha County Reports*

99.29%

of case management clients reported having their basic needs met and financial concerns addressed.

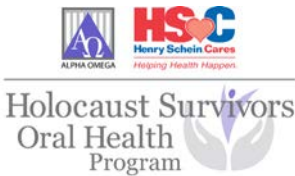


Staying Close to Our Roots: Social Services for the Russian Speaking Immigrant Community and Holocaust Survivors

When Jewish Family Services (JFS) opened its doors 150 years ago as the Hebrew Relief Society, meeting the urgent needs of the growing Jewish community was paramount. As a steady stream of European Jews migrated to the United States at the end of WWII, JFS established a formal resettlement network that included host families, assistance with employment, housing, medical care, orphanages, adoption services and many other programs. Since then, we have maintained our commitment to the Jewish community and the aging generations of Russian speaking individuals through culturally sensitive social services. Over 450 individuals a year receive personalized assistance with basic life needs including interpretation services at medical appointments, immigration issues, managing Social Security, Medicare, Medicaid and other government benefits, accessing healthcare services, translating documents, classes to learn English, and other essential needs. Of these clients, 206 are also eligible for the formal designation of Holocaust Survivor and as a result, receive additional assistance through the Claims Conference on Material Claims Against Germany. The vast majority of individuals served are age 75-94 and 77% have incomes under \$15,000.



In 2017, JFS partnered with the Alpha Omega-Henry Schein Cares (AO-HSC) Holocaust Survivors Oral Health Program to facilitate applications for free dental work to Holocaust survivors in the greater Milwaukee Area. Since 2015, this program has provided hundreds of Holocaust survivors across the United States with free oral care services. Because Medicare does not cover dental services, many of our clients are often uninsured or underinsured and cannot access the most basic oral health care. Priority was given to eligible persons based on the need to eliminate painful oral conditions, restoration of function, and lack of dental insurance coverage. All of the survivors served through the AO-HSC Holocaust Survivors Oral Health Program have benefited greatly from free access quality oral health care, which is often neglected due to a lack of insurance and ability to pay.



Edna's Story: Why Safe and Affordable Housing Matters Most

It has been almost 10 years since Jewish Family Services (JFS) took action to address the urgent community need for safe and affordable housing for some of the most vulnerable persons in Milwaukee, including persons with disabilities, seniors, and low-income families. This vision of accessible integrated housing led JFS to develop Deerwood Crossing Senior Residences and Bradley Crossing Supportive Housing Community in the Village of Brown Deer.

Recently, journalist James Causey did a story in the *Milwaukee Journal Sentinel* on one of our residents, Edna. She shared that before moving to Bradley Crossing, she and her grandchildren had to take cover when they heard gunshots and her landlord entered her apartment anytime day or night with no notice. Edna felt trapped because she could not afford higher rent and with evictions on her record, she would never be given the chance to live in a better environment. The company of rats and having no hot water were the norm. The stress was overwhelming, she became depressed and her physical health suffered. She confessed that she felt like she was having a nervous breakdown and ended up checking herself into a hospital. She received a whole host of diagnoses but the strongest prescription she was given was that she should move out of the awful place she lived in.

Today, what Edna says about her experience living at Bradley Crossing speaks to the power of safe, affordable, and supported housing. She says, "Bradley Crossing saved my life. Living out here is really night and day. . . . I can take walks when I want and not feel like I have to look over my shoulders. And I can breathe again."

In *Evicted*, Matthew Desmond says "America is supposed to be a place where you can better yourself, your family, and your community. But this is only possible if you have a stable home." At JFS, we believe that stable and secure housing is the foundation for well-being for all people – regardless of income, race, age, faith, or disability. We know that increasing safe and affordable housing is critical, and we appreciate your support in making it a reality for more people in our community.

"There is no greater joy than giving families the housing they need."

—Wyman B. Winston
Executive Director
of Wisconsin Housing
and Economic
Development
Authority (WHEDA),
2018 WHEDA
Conference



Volunteers Make a Difference Everyday

In 2017, Jewish Family Services (JFS) served over 2,000 individuals with the help of over 700 volunteers. Volunteers helped clients and the agency in each of our departments, including the JFS and the JFS Housing, Inc. Boards of Directors. Volunteers served on-site, in community rooms, in the field, at client's homes and at their own homes or places of employment.

Following are some of the ways that JFS volunteers enhance the work that we do:

- Help older adults learn and practice English in English as a Second Language classes
- Aid people's access to food security at Mobile Food Pantries and for Emergency Food needs
- Provide companionship to isolated older adults as Friendly Visitors
- Offer socialization opportunities to adult and senior clients through games, arts and crafts activities
- Enrich resident social experiences and build community at seasonal and holiday celebrations at our housing community
- Support client social skill development at Sandy Naimon Breakfast Club gatherings
- Increase work capacity in agency IT, HR and the Development department
- Expand literacy opportunities for children and youth
- Provide warmth in winter to individuals and families with handmade scarves and hats
- Manage collection of in-kind donations and drive items
- Support the smooth flow of agency events
- Maintain holiday traditions for those who would otherwise not be able to coordinate various holiday gatherings
- Guide the Volunteer Service Program as Advisory Committee members



A Path to Healing: Counseling Services for Survivors of Sexual Assault and Trauma

Jewish Family Services' (JFS) outpatient mental health clinic continues to play a pivotal role in offering a path to healing for survivors of sexual assault and trauma through our practice located at the Sojourner Family Peace Center. In our first year of service with a single therapist, we provided over 900 counseling sessions and with the addition of a second clinician in 2017, we plan to nearly double the number of sessions offered. Despite increased awareness and utilization of our services, experiences of sexual assault and personal trauma remain hidden in our society. One of the biggest misconceptions about intimate partner violence is that it occurs less frequently than statistics show. The Centers for Disease Control statistics on Intimate Partner Violence (IPV) state that nationally one in four women and one in seven men will experience IPV in their lifetime, and worldwide those numbers are even higher.

Our clinicians describe that, across the board, survivors of trauma take on so much more responsibility for what has happened to them and this is even more so with regard to intimate partner abuse. Clients somehow take on the shame of what happened to them instead of directing that shame towards the individual who abused them. They themselves believe they somehow were complicit in being abused. And our society does a great deal of victim blaming (*Why didn't you leave? Why did you go to that club? What were you thinking?*) So why would a person acknowledge intimate partner abuse?

What most people don't realize is that Intimate Partner Violence (IPV) is traumatic and impacts all aspects of a survivor's life- physical, emotional, financial, spiritual, and relationships with others.

More education is needed to help law enforcement and medical providers who come in contact with a survivor to better understand the way the brain experiences and survives trauma. When a sexual assault or personal trauma happens, the survivor's brain response may not yield an accurate memory full of details, timelines, place, people, etc. Because they are unable to provide a complete narrative, the survivor is often demeaned for not having collected sufficient information for an arrest.

Our clinicians share that it takes tremendous courage for survivors to speak out about what has happened to them. Speaking out is transformative in shifting blame away from the victim and onto the abuser. What they need most to heal and recover from their experiences is to be believed and to not be blamed. They also are helped by being seen as courageous and resilient; as a whole person and not as a victim. We know that healing from IPV is possible with trained individuals who can walk with survivors on their path of healing and we are committed to serving those in need in our community.

"I see clients as so much more than what has happened to them— survivors of intimate partner abuse are so much more than the abuse they have lived through. I am honored to do this work and to be of help on their path of healing."

– JFS Therapist



Our special thanks to **Aurora Health Care's Better Together Fund, Forest County Potawatomi Community Foundation, and the Joseph and Vera Zilber Family Donor Advised Fund of the Jewish Community Foundation/ Milwaukee Jewish Federation** for their support of counseling services for survivors of sexual assault and trauma.

FY 2018
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- Secretary, Hon. Mary Kuhnmuench

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- Benjamin Wagner
- Adam Witkov
- Gary Young
- Katrene Zelenovskiy
- Herb Zien

JFS Financials

For the year ending June 30, 2018 (unaudited)

REVENUE

Contributions & Bequests	\$694,493
Milwaukee Jewish Federation	473,001
United Way	307,236
Service Fees	356,170
Grants	289,271
Contracts	1,881,520
Government Funds	115,513
Other	362,832
Endowments	342,829
Special Events, net	36,050
Total Revenue	\$4,858,915

EXPENSES

Personnel Costs	\$3,670,133
Professional Fees	261,135
Other Expenses	711,324
Total Expenses	\$4,642,592

Surplus

\$216,323

ENDOWMENTS

Unrestricted Funds	\$4,331,871
Restricted Funds	
Family Counseling Programs	331,944
Older Adult Services Programs	311,752
Disabilities Care Management Programs	213,199
J-HELP	90,550
Other	31,608
Total Endowments	\$5,310,924

*Endowment balance as of June 30, 2017 \$5,245,581

**JFS HOUSING FY 2018
RESIDENT DEMOGRAPHICS
BRADLEY CROSSING
263 TOTAL RESIDENTS**



AGE

18 AND YOUNGER . . .	42%
19–29	16%
30–45	16%
46–60	13%
60+	13%



INCOME

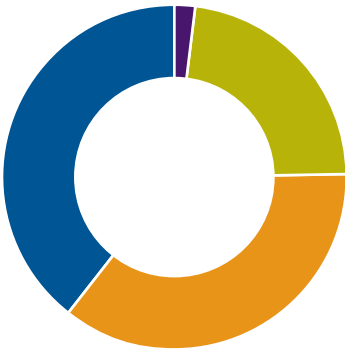
UNDER \$15,000	25%
\$15,000–\$37,000	66%
OVER \$37,000	9%



ETHNICITY

AFRICAN AMERICAN . . .	68%
WHITE	32%

**JFS HOUSING FY 2018
RESIDENT DEMOGRAPHICS
DEERWOOD CROSSING
106 TOTAL RESIDENTS**



AGE

46–54	2%
55–65	22%
65–75	35%
76+	41%



INCOME

UNDER \$15,000	31%
\$15,000–\$37,000	62%
OVER \$37,000	7%



ETHNICITY

AFRICAN AMERICAN . . .	62%
WHITE	38%

Assisted Living Services Afford Seniors and Their Families Peace of Mind

We thank **Karen and James Strom** and **Congregation Emanu-El B'ne Jeshurun's Salinsky Program** for their generous support of dining services for seniors at Deerwood Crossing. We also thank **Bader Philanthropies**, the **Jerome J. and Dorothy H. Holz Family Foundation** and the **Daniel M. Soref Charitable Trust** for their support of Campus Integration Programming.



For many seniors and their families, the decision to downsize from the family home and move into a supportive setting can be overwhelming. As seniors experience more health and mobility issues, they can become isolated, less independent and don't want to be a burden to their family. Families can struggle to manage their loved one's growing care needs and many are unable to provide care 24 hours a day on a long-term basis. Seniors without proper support services can also suffer dramatic declines in health and well-being due to self-neglect. A 2014 survey of care managers shows that 92% reported self-neglect amongst elders as a significant problem and 52% described it as a significant and growing problem. (NAPGCM, National Association of Professional Geriatric Care Managers, 2014).

Our Deerwood Crossing Senior Residences is a licensed Assisted Living facility that offers seniors and their families' peace of mind knowing that quality support services and assistance with routine daily living needs such as laundry service, housekeeping, help with personal care needs, medication administration, coordination of medical appointments, and transportation are available anytime.

Seniors who receive Assisted Living services don't have to worry about grocery shopping and cooking daily meals because they can have nutritionally balanced meals served to them every day in a spacious dining room. A skilled chef prepares delicious "home-cooked" style meals seven days a week to appeal to a variety of tastes. Family members and friends are welcome to stop by and join their loved one for dinner at any time.

One of the special features of our housing community is our Campus Integration Program that provides no-cost educational sessions, social activities, and social service supports to help residents live safely, independently and to participate fully in our specialized senior community. These activities have taught seniors how to protect themselves from ID theft and fraud and how to prevent falls by taking additional safety precautions. Social events like Italian Bistro and Green Bay Packers themed dinners help seniors build friendships. Community volunteers host bingo and other board games and fun arts and craft activities. We have vans and a bus able to accommodate wheelchairs, walkers and scooters to transport residents to local attractions, concerts, shopping and other entertainment events.

A recent survey of seniors who receive Assisted Living Services reflects that they benefit greatly from these additional supports. One resident remarked, "I think you hired an excellent group of people to run your place - keep up the great job!" We know that Assisted Living Services give residents the opportunity to age in place and not suffer the disruption and loss of friends and relationships caused by moving into a residential setting when their care needs change. We are pleased to offer resources that support the dignity, independence and well-being of seniors.

Bradley Crossing Ground Breaking and Sneak Peek

Because of the generosity of our donors and the success of our 150th Anniversary Capital Campaign, our residents will have even more amenities to enjoy with the completion of our new green space. The half-acre recreation and leisure space is located in the heart of our housing community.

It includes:

- A playground with climbing structures for children of different ages. It has features specifically designed for children with special needs, including a wheelchair accessible swing and a cozy cocoon to help kids with autism spectrum disorders manage sensory stimulation.
- A covered pavilion and picnic area with grills and seating.
- A community garden with raised beds for ready access for persons using walkers, wheelchairs and motorized scooters.
- A walking path for daily exercise.
- A large open space that can be used for multiple group and community activities such as a family movie night, talent shows, soccer, special events and activities.



FY 2018
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BOARD OF DIRECTORS

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- Rabbi Gil-Ezer Lerer
- Roberta London
- Michael Moon
- Olga Vaynshtok
- Steven D. Zimmerman

JFS Housing Financials

For the year ending June 30, 2018 (unaudited)

REVENUE

Contributions	\$27,772
Service Fees	112,754
Contracts	729,224
Other	69,803
Total Revenue	\$939,553

EXPENSES

Personnel Costs	\$351,808
Professional Fees	313,314
Other Expenses	358,955
Total Expenses	\$1,024,077

Deficit

\$ (84,524)

ENDOWMENTS

Restricted Funds	
Bradley Crossing	\$3,628
JFS Housing	2,400
Total Endowments	\$6,028

*Endowment balance as of June 30, 2017 **\$5,694**





Thank you...

Birdies for JFS

For the last 10 years, past JFS Board President Bill Heilbronner has combined his commitment to JFS and his passion for golf into an annual fundraiser, **Birdies for JFS**. Every spring, regardless of the weather conditions, Bill hits the greens with the goal of scoring as many birdies, eagles and holes in one as possible for pledged support to JFS.

We want to recognize this unique and fun event in support of JFS and sincerely thank Bill for his dedication to our mission.

INDIVIDUALS

Rabbi and Mrs. Steve Adams
The Honorable and Mrs. Lynn Adelman
Ms. Hannah Ader
Ms. Patrice Adetoro
Mr. Oleg Alekseyev
Ms. Nataliya Alekseyeva
Mr. Joel Alpert
Dr. and Mrs. Tom Alpren
Mr. and Mrs. Alfred Altman
Mr. and Mrs. Michael Altman
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Ms. Elizabeth Appel
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Ms. Jill Arps
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