

This is one of hundreds of greeting cards that young people have been sending to isolated seniors during the global pandemic thanks to the Heyman Interages Center of JCA®, at the Jewish Council for the Aging®. It is one of many ways that our staff and volunteers let older adults know that we are here for them.

HELPING ALL SENIORS THRIVE

47TH ANNUAL REPORT



*Vinita, a student of Hallie Wells
Middle School in Clarksburg, Md.,
designed this heartfelt card.*



IN OUR 47TH YEAR



JCA angels rose to the challenge, and we are so grateful! They continued to donate generously to JCA despite our need to cancel our Sylvia Blajwas Productive Aging Award Dinner and Walk for the Ages due to the global pandemic.



Pre-pandemic, we increased the days of care that our three Kensington Clubs were open by moving one club from the Schweinhaut Senior Center in Silver Spring, Md. to the nearby White Oak Senior Center. During this era of COVID-19, we created safe, vibrant, online programs to replace in-Club activities for older adults with early-stage memory loss.



We prepared to **say goodbye to our beloved CEO** of 30 years.



**Photo of
David Gamse, CEO**

*Photo by David Stuck,
Washington Jewish Week*

“Since 1990, David Gamse has inspired us by his fervent commitment to making our community a great place to grow up and grow old,” said JCA President Norman Goldstein. “His departure will present a great challenge to build on the many successes and outstanding programs we have achieved under his leadership. Yet he has prepared us well by leaving us on a sound financial footing with an outstanding staff and a strong sense commitment by lay leaders, volunteers and staff to fulfilling our mission.”

Micki Gordon, Assistant CEO and Senior Director of Development, plans to retire just a few weeks after David. “Years ago, I announced that I would retire when David retires,” said Micki. “We have been a great team and now it is time for a new, great team.”



PRESIDENT'S MESSAGE

Dear Friend,

The older population is tough, resilient and resourceful. Yet COVID-19 has tested the Baby Boomers and those who love them as few things in life have done. Even those of us who remain virus free suffer anxiety, isolation and loneliness.

COVID-19 has tested JCA, too, yet our wonderful donors and volunteers along with funding from the Paycheck Protection Program have made it possible for us to meet the challenge by expanding information services, delivering meals, caring compassionately for those who are frail or ill and advocating for senior rights. In addition, we have been educating older adults and families via Zoom, enhancing intergenerational connections and improving work and retirement security.

Now, as we focus on the present, we focus on the future, too. We see that most clearly in our search for a CEO to succeed my friend and colleague David Gamse, who will retire on December 31, 2020. It also has been my privilege to work with incoming president Howard Gleckman to re-examine issues and structures of governance, fundraising, community programs and more, all enabled by a Board, staff, volunteer corps and community that are second to none.

Together and with your continuing support, the Jewish Council for the Aging will continue to be a leader in helping all seniors thrive not only during this era of COVID-19 but also for generations to come.

A handwritten signature in black ink, appearing to read "Norman Goldstein".

Norman Goldstein, *President*

SEE HOW WE SHINE

JCA celebrated National Grandparents Day on September 8, 2019, by holding a friendraising Walk for the Ages. Staff, volunteers, family, friends and several dogs joined us for a fun morning at Glen Echo Park, Md.



Photo by
Walter Morris

JCA touched the lives of more than **31,000 people** during the fiscal year that ended on June 30, 2020.

More than **1,300 volunteers** enabled us to work miracles, large and small.

Our social media reach keeps growing. As of June 30, we had over **6,100** friends and followers on Facebook, over **1,200** on LinkedIn and **300** on Twitter.

We again made it to the **GreatNonprofits' list** of top nonprofits in the nation, and our clients raved about us in their online reviews.

Once again, we received the **Platinum (highest) GuideStar badge** in recognition of our transparency to donors.

Senior JCA managers helped guide Age-Friendly Montgomery, advised Age-Friendly Arlington and helped shape Montgomery County's COVID-19 human-service recovery plans.

ADULT DAY PROGRAMS

Our [Gorlitz Kensington Clubs](#), a program that since 2008 has been helping people in the early stages of diagnosed memory loss, served 62 men and women who ranged in age from 63 to 95.

Together, our members took to the canvas to share with the world what they thought of ageism. The artwork, pictured at right, which the Bender Jewish Community Center of Greater Washington prominently displayed, touched on why people with dementia are still important, including “I am valued.”

Unfortunately, our 47th year marked the closing of the [Albert & Helen Misler Adult Day Center](#). When the program began in 1977 and until its closing this year, it was the only medical, geriatric day center operated by the Greater Washington Jewish community.



The artwork displayed at Bender Jewish Community Center of Greater Washington calls attention to important messages: “I have freedom. I make decisions. I have wisdom. I have purpose. I am secure. I have many memories. I am valued. I have earned respect. I am the older generation. I live.”


Photo by Suzanne Pollak

EMPLOYMENT

Our [Senior Community Service Employment Program](#) provided 34,852 community service hours through the work of 68 paid, on-the-job trainees who were age 55+ and at or below 125 percent of the federal poverty level. During the global pandemic, SCSEP participants took online classes, learned work ethics, worked on their English skills with ESL volunteers and used Zoom to conduct virtual job searches.

The multi-day workshops of [The Career Gateway!](#) Served 90 mid-life and older job seekers. Four of the sessions were in JCA's Rockville office and, once COVID-19 arrived in the area, we held two on line.

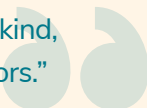
For safety sake, JCA postponed its [50+ Employment Expos](#) of Northern Virginia and Montgomery County while redesigning them to become interactive, online events next year.



“The Senior Community Service Employment Program of the Jewish Council for the Aging helped me to regain the self-confidence and develop the skills I needed to return to the workforce. The Program was, in short, a godsend. I can't thank JCA enough for their support.”

— a SCSEP participant

“JCA's Career Gateway workshop and follow up assistance was invaluable to discovering my 'Second Act' and developing a focused plan after 'retiring' from a rewarding career. The facilitators and mentors during and after the two-week session were very kind, understanding, and also great motivators.”



— a Career Gateway participant

TRANSPORTATION

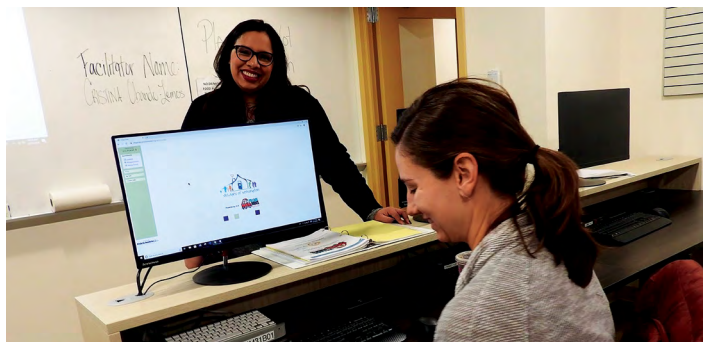
Our wheelchair-accessible [ElderBuses](#) traveled 152,227 miles while taking 59,511 passenger trips. Even when Montgomery County senior centers and JCA adult day programs were shuttered, the buses continued to roll, transporting food to isolated seniors.

[Connect-A-Ride](#) mobility specialists provided 2,996 referrals, assisted 1,233 callers and met with 259 attendees at Ride Smart Travel Training, senior fairs and expos.

We expanded the Volunteer Driving Network of Greater D.C. in Montgomery and Prince George's Counties, Md. Its JCA [VillageRides](#) component helped 342 seniors and adults with disabilities to get 4,104 one-way rides from 260 volunteer drivers through a network of 16 community organizations. Across the river, the Pozez Jewish Community Center of

Northern Virginia, our program partner, worked with 15 volunteer transportation programs to help 621 passengers obtain 10,673 rides from 379 drivers.

[Escorted Transportation](#) provided 354 rides to the 430 frail or ill program enrollees who needed door-through-door support. During the pandemic, staff also made 20 wellness checks.



VillageRides Coordinator Cristina Lemos trains Erin Murray, a volunteer driver for the Village of Kensington, who joined us at the JCA computer lab in Rockville.

Photo by Suzanne Pollak

OUR SENIOR STAFF

David Gamse

Chief Executive Officer

Micki Gordon

Assistant CEO and Senior
Director of Development

Kevin Feltz

Senior Director of Finance
and Administration

Kathleen Dennis

Senior Director of the
Heyman Interages Center

Sara Fought

Senior Director of the Center
for Information Services

INTERGENERATIONAL PROGRAMS

The **Heyman Interages® Center** connected 339 youth volunteers with 486 men and women in senior facilities and adult day centers. Our 267 older volunteers mentored and tutored 2,131 low-income students.

Overall, Interages' volunteers donated 9,451 volunteer hours of care.

Joan, the JCA Interages' volunteer shown below, volunteered in Jiyeun Chang's first grade class at Diamond Elementary School in Gaithersburg. Our volunteers help out at 61 sites throughout Montgomery County.



*Photo by
Kathleen Dennis*

INFORMATION SERVICES

[SHIP](#), the JCA State Health Insurance Assistance Program of Montgomery County, answered 2,388 calls and spent 2,585 hours counseling people on Medicare options. Our two staff members and 24 volunteers helped 248 clients save a total of \$452,035 through free prescription drug analyses.

The volunteers and staff of the [Rose Bente' Lee Senior Helpline](#) and [Steven M. Reich HomeCare Resource Center](#) provided 400 callers with 1,239 referrals for housing, caregiving, social programs, medical equipment and more. Often, during the global pandemic, our HelpLine was the comforting voice during scary, lonely times and an essential guide to food programs.

“SHIP helped me navigate through the maze of Medicare...The staff at SHIP saved me,” says Carl Mauri, a satisfied SHIP customer.

“The staff never lost patience and always approached my problem and questions with a calm and helpful demeanor.”

Before consulting with the SHIP staff, Carl spent thousands of dollars monthly for medicine and chemotherapy. Without SHIP, Carl said he may not have been able to continue treatment.

NOT EVEN A GLOBAL PANDEMIC CAN STOP JCA

Miss Lessie, as everyone calls Lessie Daniels, grew concerned as Maryland went into shutdown mode in March and she could no longer go to her beloved Long Branch Senior Center in Silver Spring. That Montgomery County facility, she explained, was good for her physical health, her mental health and most of all something to look forward to. It was where she ate lunch and chatted with friends.

While Miss Lessie went more than four months without seeing her friends, she did not go without her lunches. Thanks to Montgomery County and the Jewish Council for the Aging's bus drivers, once a week she gets five meals delivered to her door.

"I think this is a very, very good thing. If it wasn't for the buses, a lot of us couldn't survive," said Miss Lessie, who is one of 43 seniors able to dine on nutritious meals.

Members of the JCA Kensington Clubs, social clubs for those in the early stages of memory loss, also lost their lifeline when all three clubs shuttered due to the global pandemic. Rather than just sit around and wait to hear when they would be back in business, the KC staff immediately put their thinking and caring caps on.



Frank, who attended Kensington Club's White Oak Senior Center before it was shut down by COVID-19, stretches while doing yoga with his friends via Zoom.

Photo courtesy of his family

Soon thereafter, KC members began enjoying weekly YouTube videos featuring the KC staff they knew and the programs they missed. They played bingo, heard poetry, joined a virtual balloon toss and talked about their favorite vacations.

They also received phone calls, usually once or twice a week, from volunteers with the Sixth & I synagogue in D.C. and from JCA itself including many of our compassionate staff who had never before volunteered with that program or knew its members. They shared books, current events and descriptions of nature as they made new friends. Everyone became just a little less lonely.

KC was not the only program to go virtual! Our State Health Insurance Assistance Program volunteers transformed their in-person Medicare presentations into webinars and Senior HelpLine staff continued to handle calls, although from their home offices. The HelpLine also became the central destination for seniors seeking to enroll in several meal programs.

Even our clients who rely on our door-through-door escorted transportation service to get to doctor and other appointments benefited from JCA wellness calls designed to minimize their isolation. Connect-A-Ride and VillageRides also maintained a strong connection with clients, although many clients felt safer home and didn't need rides.

Rather than cancel JCA's popular Career Gateway sessions for age 50+ job seekers, we made sure job seekers received timely information about resume writing, interviewing and social media tips, only now via interactive Zoom sessions and in the comfort of their own homes.

Even our Senior Community Service Employment Program for older, on-the-job trainees who are poor or near poor, got into the act holding team meetings and teaching new skills via Zoom.

With students at home, our Heyman Interages Center abruptly had to halt most of its work. But a newly-formed connection with Identity, an organization that provides resources for Latino youth in Montgomery County, enabled our volunteers to connect with students, helping them complete their math work. It's hard to tell who enjoyed themselves more because, yes, the kids loved their math lessons and our volunteers loved being treated as the VIPs they are.

We are extremely proud of what we have been able to do during this global pandemic, but we missed being together "for real" with all our clients, coworkers, members and volunteers!

AWARD WINNERS

JCA COULD NEVER ACCOMPLISH ALL
THE GOOD WE DO WITHOUT HELP.
IN 2019, WE DELIGHTED IN HONORING
FOUR OF MANY HEROES.



Photo by Julia Peppe

Koranee Peppe, grants writing coordinator, is always busy getting just one more piece of information to make JCA grant requests shine. She has an incredible wealth of knowledge that enables JCA to receive an ever-increasing number of federal, state and local grants. We presented Koranee with our Ruth Breslow-Young Staff Award of Excellence to honor her dedicated service.

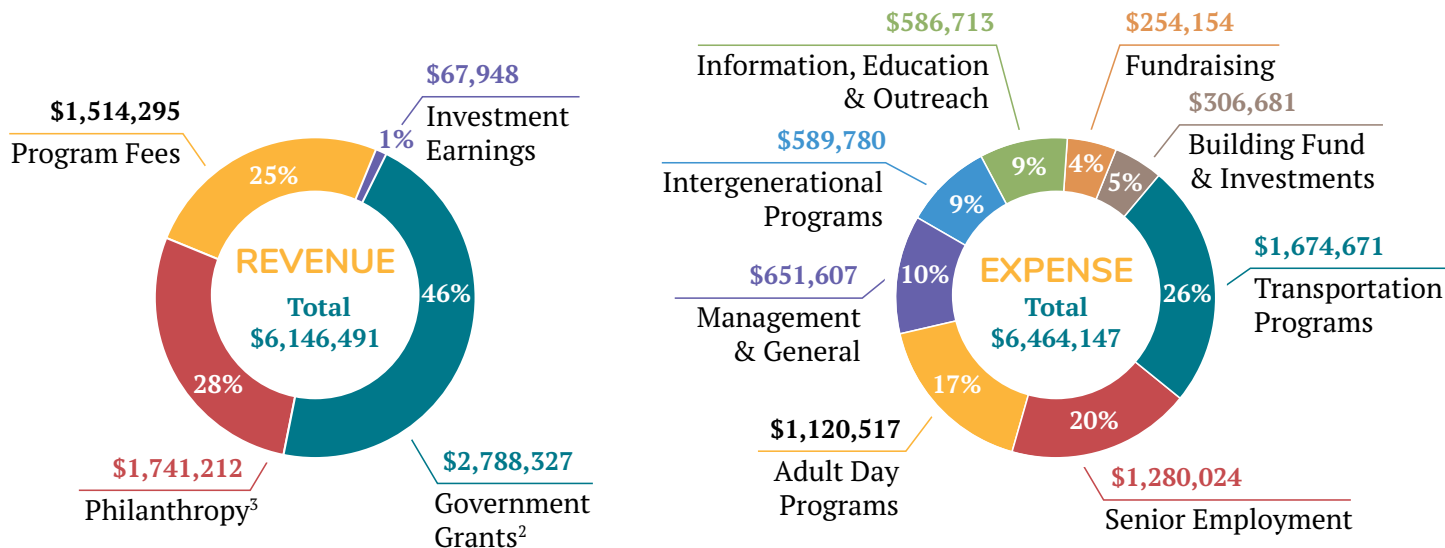
Rabbi Kenneth Block, who is a rabbi at Temple Beth Torah in Chantilly, Va., volunteers for Connect-A-Ride in myriad ways. He gives speeches about transportation options, works at senior fairs and expos and gets rave reviews as a JCA travel-training trainer. For all his enthusiasm and great work, we presented him with the JCA Jacqueline Unger Community Service Award.

Hank Greenberg, AARP Maryland State Director, received the Advocate for the Aging Award. CEO David Gamse described Hank as “an expert in aging, a tireless advocate for older adults and a friend to JCA, who is but a call away.”

JCA honored **Stephen Wolk** to acknowledge publicly the special place that he holds in our heart. When the staff position of Senior Director of Finance & Administration became vacant, Steve resigned his position on the JCA Board to fill the role pro bono. Now, Steve is back on the Board and is an active member of its Budget, Audit & Finance Committee.

FINANCIAL HIGHLIGHTS

of Fiscal Year 2020, from July 1, 2019 through June 30, 2020¹



¹ These data are preliminary estimates and are unaudited. See our audited financial statements for a full accounting presented according to Generally Accepted Accounting Principles. We have rounded percentages to the nearest whole percentage point.

² Includes revenue of \$400,000 from the Paycheck Protection Program

³ Includes private grants, non-cash contributions and event revenue

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Parliamentarian	Nancy Fiedelman
Members-at-Large	Marc Berman
	Melvin Stern

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with terms expiring at the Annual Meeting of 2021

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Debra Liverpool	Gregory Wims
Ronald Paul	

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with terms expiring at the Annual Meeting of 2021

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with terms expiring at the Annual Meeting of 2022

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Darryl Hill	Vickie Witkin
Daniel Hodin	Stephen Wolk

CLASS OF 2023

with terms expiring at the Annual Meeting of 2023

Barbara Etkind	Ronald Paul
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Vivien Hsueh	Gregory Wims

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Sylvia Raphael, 1992-1994
Win Greenwald*, 1994-1996
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Michael Goldberg, 2000-2002
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*of blessed memory

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