About the JCC

VISION
Our vision is to be a place where the entire community can experience the highest quality programs and services based on core Jewish values.

MISSION
The Roth JCC of Greater Orlando builds community, strengthens family life, and promotes Jewish values.

BACKGROUND
The Jewish Community Center of Greater Orlando was born of a dream realized in 1973, through the efforts of several dedicated leaders, who recognized the community’s emerging need for social, educational and cultural programming. Thus, a little wooden house in a Maitland orange grove became the foundation for the ongoing success and positive impact the Center has had on our Central Florida community.

The Roth JCC has come a long way from that little wooden house and our first 26 families. Today, over 20,000 members of the Greater Orlando community, both Jewish and non-Jewish, enjoy two facilities: a 68,000-square-foot facility in the heart of Maitland and a 34,000-square-foot facility in southwest Orlando.

COMMUNITY
The Roth JCC of Greater Orlando provides quality programs and activities to families in the community regardless of race, religion or national origin. This year, nearly $400,000 in scholarships were provided to area families in need, thanks to the generous support received from Heart of Florida United Way, fundraising events, corporate partners and individual donors.
The Value of the JCC

Dear Friends and Supporters,

Sometimes what we think is essential is not. And what we take for granted turns out to be at the heart of what makes life worth living.

The true value of our JCC, especially during these uncertain times, is the hope, health, and happiness that each of us feels when we walk through the doors of the Center. When the news at home on TV and at work may be gloomy, connecting with community becomes more important than ever.

Whether we come to exercise, take classes, enjoy cultural programs, or a holiday celebration, we often feel restored, when we are together with friends and family. Rooted in our history, guided by our Jewish values, and inspired by our tradition we recognize that:

- The J often provides a respite from the stressful areas of our lives; interacting with one another and our community we help people to remain active and involved with a rich, varied offering of activities for all ages.
- The J fosters camaraderie in a “safe” place that recognizes diversity as one of our community’s greatest strengths.
- The J is committed to being a resource for individuals and families who are struggling. The J will never turn people away who are faced with economic hardship.
- We believe our newest campus in South Orlando will help to strengthen family life and to build a sense of community.

Please take a moment to review our annual report and reflect with us on our past year. During these tough economic times, please remember the value of the JCC.

The Center is here for you, and it is here because of you. Thank you for being a friend and supporter of our JCC.

Sincerely,

Daniel Coultoff  David H. Wayne  Marvin Friedman, M.S.W
President  Executive Director  Director Emeritus

The Year in Review

August 2008
The JCC Board learns that Harris Rosen has agreed to oversee the construction of the new south campus and will cover any costs beyond the $3.5 million committed to the project. The JCC Board (and Federation Board) approves the letter of agreement outlining the partnership between the JCC and Federation relative to expansion in south Orlando. Federation has agreed on a special three year annual south JCC allocation of $95,000, plus both boards vote to go forward with expansion. The Center Board is informed of our Executive Director’s intention to retire (August 31, 2009) after 36 years of service; an executive transition plan is discussed with leadership.

September 2008
Agency goals for ’08-’09 include: focus on the new JCC South expansion; plan and prepare for executive transition; implement our new software system; develop a new JCC Strategic Plan looking out 3 to 5 years. Funding tightens for the J as Federation plans deep cuts to all agencies due to a down campaign. United Way funding will also decrease in ’09-’10 as they begin to move to a “community impact” model, making grants related only to 4 or 5 community priorities. The Center has now restructured its administrative staffing going to a more centralized system. The worsening economy is affecting JCC enrollment. A new JCC software system (Blackbaud and Active Networks) is installed, funded by a grant from the Edyth Bush Charitable Foundation and matched by donors and money from the Roth endowment.

October 2008
Our seniors loved their trip to Israel. Security enhancements will be made on the campus in Maitland and South as the J received a Homeland Security grant. The board commits the staff for turning around a potential $200,000 budget deficit, and closing the ’07-’08 fiscal year with a small surplus. Special grants are received from two wonderful community partners - Blue Cross Blue Shield of Florida and Tower Realty Partners, Inc. The “Taste of Honey” program at South & the Fall Harvest Campfire delight families.

“I cannot say enough good things about the JCC. My son is an amazing little boy in so many ways, and it’s all because of the patience, love & outstanding curriculum offered by your wonderful preschool staff.”

2008-2009 ANNUAL REPORT | 3
Thank You, Volunteers

The J has over 600 volunteers contributing more than 16,000 hours annually. Listed below are the chair people of major special events & committees. They’ve helped to make the Center’s year a special one!

**VOLUNTEER OF THE YEAR**
Loren London
Bilinda Kaufman

**2008-2009 BOARD OF DIRECTORS**
Kevin B. Weiss (PRESIDENT), Daniel Coultoff (1ST VICE PRESIDENT), Jeffrey Weiss & Rich Lerner (SPORTS & WELLNESS VICE PRESIDENTS), Andy Snitz & Matt Klein (TREASURERS), Mark Freid (MEMBERSHIP & MARKETING VICE PRESIDENT), Barry Jacobson & Lee Chepenik (DEVELOPMENT VICE PRESIDENT), Sharon Knapp & Scott Richman (SOUTH VICE PRESIDENTS), Tara Harris (CHILDREN’S PROGRAMMING VICE PRESIDENT), Linda Amon (ADULT PROGRAMMING VICE PRESIDENT), Jodi Krinker (IMMEDIATE PAST PRESIDENT), Adam Littman (SECRETARY), Alan Apte, Lillian Berkowitz, Bert Brown, Dr. Mark Chaet, Mike Chatham, Joyce Ackerbaum Cox, Joanne Fink, Greg Finkelstein, David Goldstone, Kathy Harper, Brian Harris, Deborah Hoffman, Bilinda Kaufman, Ryan Lefkowitz, Maury Loscher, Claire Mercer, Scott Richman, Aileen Schaked, David Siminou, Michael Slone, Tomer Taggart, Maura Weiner

**OUTSTANDING LEADERSHIP AWARD**
Kevin B. Weiss

**MAITLAND CAMPUS**

**ECLC ADVISORY BOARD**
Tara Harris (CHAIR), Stacey Soll (KIDZART), Cheryl Allen & Tara Harris (FAMILY FESTIVAL), Meredith Zornek (BASKETCASE), Amy Dorman & Stephanie Rottenberg (YEARBOOK)

**BUBBEE & ZAYDEE SHABBAT**
Eve Homburger & Maura Weiner (CO-CHAIRS), Christy Vaughn, Heather Barkin, Jen Zlatkiss, Lysa Levine, Shannon Melnick (COMMITTEE)

**FAMILY FESTIVAL**
Tara Harris (CHAIR), Stacey Soll, Cheryl Allen, Meredith Zornek, Amy Dorman, Stephanie Rottenberg (COMMITTEE)

**KIDZART**
Bridget Hawley (CHAIR), Melissa Kohn & Shannon Nanus (COMMITTEE)

**ECLC GRADUATION**
Amy Dorman & Sharon Littman (CO-CHAIRS), Sheryl Asarnow, Lisa Levine, Neal Kramer, Shannon Melnick, & Tracy Weiss (COMMITTEE), Rebecca Leibman (GRAD DVD)

**MAITLAND CAMPUS ADVISORY BOARD**

**TWOS & THREES SONGFEST**
Deena Biewend

**INFANT TODDLER SONGFEST**
Bridget Hawley (CHAIR), Melissa Kohn, Shannon Nanus, Elmarie Mortimer, & Susie Nix (COMMITTEE)

**FOURS CHANUKAH PROGRAM**
Alyssa Greenstein & Ronnie Halperin Shisgal (CO-CHAIRS), Lori Citrenbaum, Cindy Halperin, Wendy Wyka, Jen Zlatkiss, Elmarie Mortimer, Robyn Colley, Tishka Miller, Jen LoMedico, Debbie Homer (COMMITTEE)

**RED, WHITE & BLUE**
Dale Perreault, Amy Drew Thompson, & Tracy Weiss (CO-CHAIRS), Sharon Littman, Amy Samelson, Wendy Toscano, Jana Shear, Laura Waldbaum, Amy Dorman, Shannon Rottach, & Neal Kramer (COMMITTEE)

**SHAYNA’S VILLAGE**
Wendy Wyka, Elmarie Mortimer, Betty Monroe, Ali Bovis, & Bridget Hawley
“Our involvement with the JCC is the one thing that gives us peace of mind that our children will be properly cared for and experience their cultural history.”

The Year in Review

November 2008
Finally, after 15 years of outreach, groundbreaking takes place at the new south campus - projected completion August 1, 2009. Thirty six south volunteers begin a “Charter Member Challenge” to enroll families. It’s a busy month with blockbuster special events - Fall Family Festival, Turkey Trot at South, the Jewish Film Festival & “JCC Idol.” An emergency management succession plan is recommended and approved by the board.

December 2008
Construction at South requires that both trailers and the children’s playground be relocated. Kevin and Rona Weiss become JCC Members in Perpetuity contributing to an endowment at TOP. An agreement is reached, subject to Board approval, to hire David Wayne as the J’s next Executive Director, and Marvin Friedman as a salaried Development consultant.

January 2009
The economic downturn has grown more severe. Planning begins to honor our Executive Director at a Retirement Party September 13, 2009. The Children’s Scholarship Fund is named in Marvin’s honor in hopes of raising significant dollars while minimizing expenses. The Federation hires an interim Executive Director to help redo their bylaws, assist with changing the size of the board and the structure of the annual campaign. The JCC board approves a finance committee recommendation, advocated by the Roth family, to continue to invest the family’s endowment fund in a very conservative fashion.

February 2009
Bonnie Rayman is hired as the Branch Director of the new JCC in South Orlando. An action plan has been implemented to significantly lower Center expenses since revenues are off 20 to 25%. Cutbacks are made in staff salaries and hours. A newly revised employee handbook, reviewed by our labor attorney, is approved by the board. The new J software goes live. “Red, White & Blue”, “Project Protect”, and “The Man in My Life” at South are all well received. Almost 90 children are enrolled at the Summer Camp Open House, but class revenues remain low.
One JCC . . . Two Great Locations

In these uncertain times, some might ask, “Why develop a second campus?”

Have you ever driven on I-4 during busy times of the day? Like in the Maitland area, there are families in south Orlando that need a place to gather and to have fun together. There are children and young teens who need a safe place to enjoy sports, to hang out after school, and to maybe take some enrichment classes. There is a need that a Center fulfills, a focal point, a place where friends are made, stories are shared, and celebrations happen.

Transforms little people into big thinkers.

The JCC’s award-winning Early Childhood Learning Center is renowned for the attention our teachers give the kids in the classroom, for the sophistication of our curriculum, for the tenure that our experienced educators have had with our school, and for the caring and compassion that is evident every single day.

Voted “Best Preschool” in Orlando by Nickelodeon Parents Connect Parent’s Picks 2009

JCC is a Family Place that gets young people, seniors, & families off the couch.

Just as important as what your kids do in school is how they spend their time after school. We’ve developed a wonderful, diverse and values-driven after-school program where your kids are into - sports, the arts, you name it. Best of all, your kids will spend time in a safe environment that you can feel good about, surrounded by great role models, nurturing program leaders, and lots and lots of friends. Families enjoy loads of special programming for quality time together.

Our older adults remain active and connected to their community and their heritage. Regular programs stimulate learning, foster friendships, and decrease feelings of isolation and loneliness. Activities include health and wellness classes, lectures, enrichment programs (drama, art, music), discussion groups, volunteer opportunities, and intergenerational programming.
“My life has meaning because everyday that I wake up I feel good that I have a special place to go & friends that I look forward to seeing. The J has become my family.”

Locations!

Why is it that the J has become such an integral part of so many lives? In uncertain times, some might ask, “Why develop a second campus?”

In the Maitland area, there are families in south Orlando that need a place to go need a safe place to enjoy sports, to hang out after school, and to feel like they have a special place to call home. The Jewish Community Center fulfills a need for the Jewish Community and the community at large that serves as a focal point, a place where friends are made, stories are shared, and celebrations happen.

A family place that...

...connects friends and neighbors.

Just as important as what your kids do in school is how they spend their time after school. That’s why the JCC has a wonderful, diverse curriculum of culturally rich, values-driven after-school programs that tap into whatever your kids are into - sports, the arts, music, you name it. Best of all, your kids will spend time in a safe environment that you can feel good about, surrounded by great role models, nurturing program leaders, and lots and lots of friends. Families enjoy loads of special programming for quality time together.

KidsArt has great activities - a petting zoo, story teller, 3-D photos, and more. “Wiggle and Giggle” concerts are great fun, as is the Purim Shabbat at South and the “Purim Palooza” in Maitland. Daniel Coutoff is the nominating committee’s choice for President, with Tomer Taggart as VP (elections to be held in May). The Federation annual community campaign is off, which may result in an allocation cut of as much as 40% for local agencies. The J Board approves governing principles for JCC South. The South Advisory Council (SAC) is formed and will report to the J board, making recommendations, subject to the approval of the JCC Board.

The Year in Review

March 2009
The J is experiencing a cash crunch & considers borrowing $150,000 from its line of credit, and its reserve at TOP. Scholarship requests and unemployment are rising. KidzArt has great activities - a petting zoo, story teller, 3-D photos, and more. “Wiggle and Giggle” concerts are great fun, as is the Purim Shabbat at South and the “Purim Palooza” in Maitland. Daniel Coutoff is the nominating committee’s choice for President, with Tomer Taggart as VP (elections to be held in May). The Federation annual community campaign is off, which may result in an allocation cut of as much as 40% for local agencies. The J Board approves governing principles for JCC South. The South Advisory Council (SAC) is formed and will report to the J board, making recommendations, subject to the approval of the JCC Board.

April 2009
A Strategic Planning Retreat is held with board and staff. The group identified critical success factors to JCC; funding (includes shifting focus to annual giving from special events and ensuring a “give and get” policy); a successful JCC south launch; staying true to our Jewish mission; ensuring quality programs and customer satisfaction; leadership development. The J coordinates a special community program commemorating Israel’s fallen soldiers, plus a “Super Sweet Mitzvah Expo” draws a full house.

May 2009
More blockbuster JCC programs are held - the Israel Independence Day Celebration attracts 4,500 at Cranes Roost; the Bruce Gould Celebrity Texas Hold-Em Tournament raises $25,000 at UCF; more than 100 golfers honor Ben & Maura Weiner at the Golf Classic; an Online Auction is held to help meet childrens’ scholarship needs; a Neighborhood Block Party draws lots of south families to Turkey Lake Park.
Friends of the Center

MEMBERS IN PERPETUITY*

Jeff & Rita Adler
Dick & Dottie Appelbaum
Paul & Teresa Finer
Allan & Diane Goldberg
Bruce Gould
Sy & Debra Israel
Dr. Eve Homburger, Brad Jacobs, & Marc Homburger-Jacobs
Harry Jacobs & Lauren Goodman
David & Jodi Krinker
Julian & Sheryl Meitin
Jerry & Susan Roth
Charles Schwartz & Dr. Amy Dorn
Simon & Ellen Snyder
Ben & Maura Weiner
Richard & Louise Weiner
Kevin & Rona Weiss

GOLD
Anonymous
Jeffrey & Rita Adler
Baker & Hostetler, LLP
David Bashier
Jacobs & Goodman, P.A.
Seacoast National Bank
Abe & Tess Wise
Robert & Judy Yarmuth

SILVER
Dean, Mead, Egerton
Florida Hospital Cancer Institute
Florida Hospital Community Giving
Robert & Elaine Gamson
Diane Ginsburg
Ginsburg Family Foundation
Adam Ross Littman, P.A.
Leeds Holdings Southeast, Inc.
Lowdines, Drosdick, Doster, Kantor & Reed
Julian & Sheryl Meitin
Pearlman Family Foundation
Smart Guys Computers
Simon & Ellen Snyder
Sonny’s Real Pit Bar-B-Q
Surgical Specialists of Central FL, Inc.
Tomer & Anat Taggart
Benjamin & Maura Weiner
Richard & Louise Weiner
Weiss Legal Group, PA

BRONZE
The 39ers Club
Richard & Dottie Appelbaum
Asset Management Partners
Gregory Blue
Hillary Bressler
Chepenik Financial Services

Concord Management Ltd.
Daniel & Caryn Couttoff
Arthur & Leah Couttoff
Edward C. Smith Philanthropic Fund
Andrew Feinberg
Fifth Third Bank
Jay & Wendy Fisher
Hilton & Mary Gehrter
Allan & Diane Goldberg
Gray-Robinson Attorneys at Law
Dr. Eve Homburger, Brad Jacobs, & Marc Homburger-Jacobs
Mark & Caryn Israel
Jewish Community Relations Committee of the Jewish Fed. Of Greater Orlando
Joseph Hara Charitable Trust
Jerold & Robin Kaplan
Jeffrey & Sheila Keiner
Christine Koekebe
Stuart & Hope Kramer
David & Jodi Krinker
L & R Events, Inc.
LAMCO Advisory Services, Inc.
Ruth Maniloff
Massey Services Inc.
Melody Makers/Bonnie Friedman
Milcom Venture Partners
Debi Moses
Oakley Signs & Graphics
Eli & Ina Porth
Jon Rosenberg
Jerry & Susan Roth
Ronald & Mardi Shader
Marilyn, Eric, & Brad Shapiro
Simply Well, Inc.
Larry & Cathy Slung
Stanley J. Shader Family Trust
T.O.P. Jewish Foundation, Inc.
T.O.P. Jewish Foundation, Inc.
udell Associates, Inc.
Barbara Weinreich

DIRECTORS

JCC Membership in Perpetuity serves as a statement to family and friends that you believe in and care about the future of our JCC and our community through a special endowment program.

*JCC Membership in Perpetuity serves as a statement to family and friends that you believe in and care about the future of our JCC and our community through a special endowment program.
“The J has made it possible for my daughter to enjoy a wonderful fun-filled summer surrounded by nurturing and caring individuals. I pray that she is introduced to all the wonderful things that life has to offer. Thank you from the bottom of our hearts.”
Endowment Gifts

- **Dorothy B. Morrell Community Cultural Series Fund**, created by the children of the late Dorothy B. Morrell, helps subsidize the annual Jewish Community Cultural series programs, which Dottie developed and chaired for ten years.

- **Joseph and Eveline Leckart JCC Senior Citizen Fund**, created by Larry and Hap Leckart in memory of his parents, to be used for JCC senior programming.

- **Ralph and Bluma W. Meitin Designated Fund**, created by Ralph and Bluma Meitin to enhance vital programs and services offered by the JCC.

- **Orlando JCC Field of Interest Fund**, created with an initial contribution by Larry and Sandra Kent, with the continuing support of JCC leadership, is designed to enrich JCC life and used at the discretion of the board.

- **Friedman Family JCC Endowment Fund**, created by Marvin and Bonnie Friedman and family to promote and enhance the mission of the JCC.

- **Shayna Cai Presser Endowment Fund**, created by Esther Cohen and Art Presser in loving memory of their daughter, will be used to purchase equipment and books for the Early Childhood Learning Center.

- **Levine Family Nursery Fund**, created by Judy and Gene Levine to help perpetuate the good work of the Early Childhood Learning Center.

- **Orlando Jewish Connection Fund**, created to assist in offering community-wide singles programming.

- **JCC Leadership Development Fund**, created in October 1991 by JCC leaders celebrating the J’s 18th anniversary, honoring past JCC Presidents and the Executive Director.

- **Albert and Carmel Isaacs Fund for JCC Professional Development**, created to help train JCC professional staff.

- **Juliet Traeger Theater Arts Fund**, created by her husband and family in memory of Julie, who was a vital part of the JCC Center Players theater group, in order to enhance the JCC’s theater arts program.

- **Lester & Seema Zimmerman Infant/Toddler Center Scholarship Endowment Fund**, in memory of Lester Zimmerman.


- **Sid Esko Teacher Education Endowment Fund**, created in memory of Sid. The fund provides for JCC preschool teachers to further their education and develop skills in the field of early childhood education.

- **Shear Family Endowment Fund**, created by Evan and Jana Shear to promote the good work of the JCC.

- **O.Z. Wise Family Trust Endowment Fund**, created to help enable the Roth Jewish Community Center to provide membership & program scholarship assistance to families undergoing financial hardship.

In addition to these endowment funds, the Jerry & Susan Roth Family Endowment was created in 2007 to ensure the financial stability of our nonprofit, and that the wonderful Jewish experiences that the JCC offers will continue to flourish and prosper.
"Like the very hungry caterpillar, my grandson is growing & blossoming each day. Thank you for finding a spot for him & helping us...he absolutely loves school."

Financial Statements
FOR THE FISCAL YEAR ENDING AUGUST 31, 2008

Revenues

<table>
<thead>
<tr>
<th>Service</th>
<th>Revenue</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$4,929,104</td>
<td>72%</td>
</tr>
<tr>
<td>Membership</td>
<td>725,267</td>
<td>11%</td>
</tr>
<tr>
<td>Special Events Revenue</td>
<td>479,708</td>
<td>7%</td>
</tr>
<tr>
<td>Jewish Federation &amp; United Way</td>
<td>267,300</td>
<td>4%</td>
</tr>
<tr>
<td>Grants &amp; contributions</td>
<td>367,628</td>
<td>5%</td>
</tr>
<tr>
<td>Interest, rentals, &amp; other income</td>
<td>64,317</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,833,324</strong></td>
<td></td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th>Service</th>
<th>Expense</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$5,806,588</td>
<td>85%</td>
</tr>
<tr>
<td>Support Services</td>
<td>434,787</td>
<td>6%</td>
</tr>
<tr>
<td>Membership</td>
<td>261,961</td>
<td>4%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>290,839</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,794,175</strong></td>
<td></td>
</tr>
</tbody>
</table>

Change in Net Assets: $39,149

Scholarship Assistance

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Childhood Learning Center</td>
<td>$210,710</td>
<td>59%</td>
</tr>
<tr>
<td>Youth &amp; Summer Day Camp</td>
<td>102,810</td>
<td>29%</td>
</tr>
<tr>
<td>Membership</td>
<td>41,438</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$354,958</strong></td>
<td></td>
</tr>
</tbody>
</table>

Permanently Restricted Endowment: $1,954,902

*Audited financial statements for fiscal year 2009 will be available January 2010

The Year in Review

June 2009
JCC is awarded Disney’s “Helping Kids Shine Grant” plus a Community Foundation capacity building grant. The J’s camps are going great, including Camp Kayne Horah (for older adults), but numbers are down. A special Federation “Help Direct Orlando” campaign is trying to raise additional dollars. The J begins drafting a letter of understanding with SWOJC about campus usage. Staff is being hired by the new South Branch Director Bonnie Rayman and SAC is working on a fabulous South grand opening August 30th. The board talks about revising the existing “Give or Get policy to “Give and Get.”

July/August 2009
Wow! More than 750 kids loved JCC’s summer camp programs, and our seniors from South and Maitland enjoyed Camp Kayne Horah.

The J has partnered with Federation welcoming newcomers at Shalom Orlando, plus plans are in place to collaborate with Congregation Ohev Shalom on the “92nd Street Y Live” Jewish Community Cultural Series this fall. South Orlando volunteers have put together a tremendous two week Grand Opening of our new south campus (ribbon cutting August 30). The Community-wide 5K Run is successful and draws over 350 runners and walkers.

With unemployment growing, JCC scholarship assistance requests continue to surge (over $400,000), & the J is working to raise dollars via the Center’s Executive Director’s retirement party on September 13.
Roth JCC of Greater Orlando  
Maitland Campus  
851 N. Maitland Ave.  
Maitland, FL 32751  
407-645-5933  
www.orlandojcc.org

JCC of Greater Orlando  
at the Rosen Campus  
11184 S. Apopka Vineland Rd.  
Orlando, FL 32836  
407-387-5330  
www.jccsouthorlando.org