



be inspired
be insured



be inspired

by the critical role the MJCCA plays in the Jewish community



For more than 100 years, the Marcus Jewish Community Center of Atlanta has been a vibrant and vital part of the Atlanta community. Through our dedicated staff, lay leadership, and volunteers, we continue to provide the most exceptional programs and services that create meaningful memories and connections.

We have much to celebrate. The past year has been an exciting one for many reasons. Of special note, following an extensive nationwide search, we welcomed Gail Luxenberg as our new Chief Executive Officer. Gail joined our agency December 1, 2011, and we are honored to have her lead our agency and take us to even greater levels of success and engagement.

Our heartfelt thanks goes to Howard Hyman, who served as interim CEO during the 15-month period leading up to Gail's appointment. Howard's transition from a lay leader to CEO was seamless and stabilizing. Words alone cannot express our deep gratitude for his outstanding commitment and contributions. He now rejoins MJCCA's Governance Board as vice-chair.

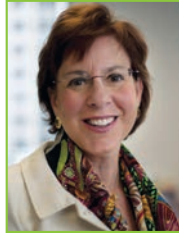
During this transition, the entire staff continued to serve the community cheerfully and professionally. Our incredible volunteers also stepped forward in numerous ways: planning, fundraising, implementing, and evaluating the agency's many programs and services. And, of course, our dedicated Advisory and Governance Boards closely collaborated with staff to ensure that our mission and goals continued to be achieved in a fiscally responsible manner.

Our community, and our JCC, have an enormous wealth of talent and dedicated individuals who are working together to imagine, create, and implement programs and services to maintain and enhance our Jewish identity.

I thank all of you for allowing me the honor of serving as president of this magnificent agency. Please join me in welcoming our new president, Steven Cadranell.

Respectfully,

Garrett Van de Grift
President, MJCCA (2010 - 2012)



Thank you to all those who have so warmly welcomed me to Atlanta and the MJCCA. I am thrilled to join this dynamic agency that is central to Atlanta's Jewish community. My first priority was to observe and learn. As I watched and participated in the daily programs, events, and operations of the MJCCA, I was amazed by the integral role the MJCCA plays in this community.

This agency truly serves the full spectrum of life, from preschool and summer camps to the book festival and theatrical performances to our senior services.

My first few months have been nothing short of amazing, and it has been my pleasure to meet and interact with the outstanding staff, lay leadership, and volunteers who contribute daily to making the MJCCA one of the premier JCCs in the country.

Many successes were realized this year for which we can be proud. The preschools, recently re-accredited by NAEYC, enhanced their curriculum with several nationally-acclaimed programs. BBYO engaged more than 1,200 teens to establish their foundation for leadership and Jewish identity. Camp Barney Medintz reached new heights as one of the country's premier overnight camps. Our day camps boasted more than 100 options so campers could realize their ideal summer experience.

Company J thrilled audiences with productions of *The Producers* and *The Boychick Affair*. Always a highly anticipated event, the 20th Edition of the Book Festival reached new levels of acclaim treating attendees to 38 events featuring 46 bestselling authors. Our ever popular Habima Theatre, providing performance opportunities for people with disabilities, produced *Happy Days* to the delight of audiences at seven packed performances.

Successful partnerships with 36 synagogues and other Jewish organizations enhanced many of our programs, particularly community outreach, bringing powerful Jewish programming like "Dive into Shabbat" and "Chanukah Pajamakah" to hundreds throughout Metro Atlanta.

The bustle of participants in our sports leagues, Mah Jongg games, Jewish education classes, and a host of other programs, made the MJCCA's Main Street a place that never sleeps. Most important, the 50,000 lives the MJCCA touched this year were impacted in a way that advanced Jewish culture, Jewish identity, and Jewish living.

It's our great team of staff, boards, volunteers, and members that make all this happen. I look forward to meeting and working with you in the years to come.

Warm regards,

Gail Luxenberg
Chief Executive Officer, MJCCA

we **involve**
you in Jewish life —
every day and in every way



MJCCA PRESCHOOLS: *60+ Years of Excellence*

The MJCCA preschools were recently re-accredited by NAEYC (National Association for the Education of Young Children), a distinction awarded only to the top 7% of schools nationwide.

Our preschool programs foster and nurture children's academic achievements in language, literacy, creative arts, math, science, and social studies to ensure they are ready for elementary school. Both locations serve nearly 400 students, including those with special needs and developmental delays.

The Weinstein School welcomed 282 students with many classrooms waitlisted. The Sunshine School had nearly 90 students. **Overall, more than 1,000 children and adults were engaged through weekly Shabbat Sings, Shabbat dinners, and community outreach programs.**

The Weinstein and Sunshine Schools' Pre-K curriculum was enhanced and now includes nationally-acclaimed programs such as **Mathematics Their Way**, **Zoo Phonics**, and **Ready, Set, Go To Kindergarten**. Additions to our enrichment program include instruction in science, Judaics, music, PJ Library® storytelling, physical education, swimming, an edible organic garden, and a new art program in partnership with The Purple Hippo. Additional enhancements include a mobile smart board, an enhanced Shabbat experience, a "Cardio Fit" program, and baby sign language.



The Sophie Hirsh Srochi Discovery Center is a completely redesigned space that boasts a puppet theatre, age-appropriate books, and a cozy atmosphere where imagination, learning, and creativity can take flight. Additionally, the Discovery Center's new sensory toys, computers, and Promethean board will be added to The Weinstein School's preschool curriculum.



“The incredible facilities of the MJCCA have afforded so many opportunities to my children – from swimming lessons to soccer, they have developed self-confidence, social skills, and a broader sense of community.”

—Dana Schneiderman, Preschool Mom

“My only regret is not having the guts to send my child to camp sooner. Thank you for creating such wonderful experiences for both camper and parent.”



MJCCA SUMMER DAY CAMPS

MJCCA Summer Day Camps are one of the largest and most well-respected camping programs in metropolitan Atlanta. Our day camps are integral in helping youth establish strong Jewish identities. The 2011 summer season was one of our most successful to date. Fueled by the continuation of free bus transportation and the Summer Membership offer, **MJCCA Summer Day Camps welcomed more than 1,600 campers**, which translated into 6,769 camper weeks – an increase over the previous summer.

More than 300 campers participated in Space Camp – the first time the US Space Center's Space Camp was held outside of Huntsville, AL. Additional specialty camps included Aviation Creation, Literary Adventures, and reality TV-based Teen Camps.

More than 500 campers participated in The Shavuot Experience and were immersed in a unique day-long Judaic program. Weekly Shabbat Sing experiences engaged 800 families.

Two hundred staff, including three Israeli shlichim, consistently engaged the campers in exciting programs and activities.

Both day camp locations offered inclusive programs so that children with special needs could participate in camp activities with their typically developing peers.

Camp Barney Medintz

Camp Barney Medintz has been recognized by the New York-based Foundation for Jewish Camp, the Massachusetts-based Grinspoon Foundation, and the American Camp Association as one of the most outstanding Jewish Resident Camps in North America. **"Camp Barney" served 1,200 boys and girls this summer from metro Atlanta, 25 states from coast to coast, and eight other countries.** Three hundred and sixty counselors, specialists, and support staff were hired to guide the campers to their best possible summer. Our international staff hailed from England, Australia, and South America.

This past summer, all campers including those in our Tommy Nobis-award-winning "Chalutzim" program for children with special needs, enjoyed every imaginable activity.

Fifteen shlichim (Israeli staff) taught the campers about "sababa" ("it's cool"), Israeli folk dancing, the Israeli Army, games, songs, and more. They planned an incredible Israeli Day and helped the campers and staff understand the realities, land, and people of the Middle East.

More than 50 families from five states enjoyed CBM's 29th annual Family Camp over Labor Day weekend. The families were treated to a variety of activities including African drumming, water skiing, theater improv, yoga, tennis, golf, mountain biking, a talent show, and more.



Kid Zone at Zaban Park offers unique childcare options for members and non-members. This year, Kid Zone provided a safe, nurturing, and stimulating play environment for 60 new families with children from 6 weeks to 5 years of age. New programming was added, which included time in the art and dance studio. Kid Zone also served more than 80 preschool families through preschool vacation camps, which provide alternative childcare on days that local preschools are closed for holidays, teacher conferences, or teacher work days.



& CLUB 6*7*8 AFTER-SCHOOL PROGRAMS

The MJCCA's Club J (Pre-K-5 graders) and Club 6*7*8 (6-8 graders) After-School Programs are well-respected throughout the Dunwoody area. From August through May, **these programs served more than 170 children from eight area schools each day.** Children participated in a myriad of activities such as gym sports, field sports, arts & crafts, cooking, drama, dance, computer science, group games, team-building activities, and science experiments.

All children received homework assistance and participants were brought to many activities throughout the MJCCA, including sports leagues, dance, gymnastics, swim lessons, swim team, and Company J drama classes. Both programs offer the opportunity for children to engage in Judaic activities throughout the school year. Club 6*7*8 also participated in community service projects. This year, Club J worked closely with the MJCCA's Inclusion Program to allow children with special needs the opportunity to participated in this special program.



Generously funded by
Jewish Federation of Greater Atlanta

Shalom Baby™ delivered 300+ bags to more than 37 zip codes this past year. Shalom Baby™ also offered weekly playgroups, events, and programs throughout Metro Atlanta for people with children three years old and younger. More than 500 families attended Shalom Baby events this year.



Generously funded by
Jewish Federation of Greater Atlanta

This year, **more than 2,500 parents and children attended PJ Library® events, including 27 programs** presented through partnerships with synagogues, Jewish day schools, other Jewish organizations, local businesses, and other MJCCA departments. PJ Library® programs reached a large audience with attendees coming from 35+ zip codes in Metropolitan Atlanta.

The PJ Library Storytelling Festival was held during the 20th Edition of the Book Festival of the MJCCA, engaging more than 650 parents and children for stories, songs, and interactive play.

“It makes me so happy that my children will grow up with the opportunity to make lifetime friends and memories, similar to what I have from both Camp Alterman and Camp Barney.”

—Dara Povlot, Day Camps Mom



we introduce

you to your newest
lifelong friends



“The MJCCA sports program has taught my children sportsmanship, the value of friendship, and how to make healthy lifestyle choices.”

YOUTH & ADULT SPORTS LEAGUES AND PROGRAMS

More than 4,500 people participated in the MJCCA's youth and adult sports leagues and programs this year. New Youth Sports Performance programs were offered, including youth boot camps, spinning, running, and Krav Maga. Nine hundred children logged more than 27,000 hours of physical activity as part of First Lady Michelle Obama's "Let's Move" campaign.

The MJCCA sent two teams, a U17 Boys Soccer Team and a U17 Boys Basketball team, to the 2011 JCC Maccabi Games® in Israel.

Adult sports leagues (18+, 30+, 40+) had another exciting year with Harris Jacobs softball attracting 130 participants and basketball, 725.

Friends and family turned out to cheer on the 120 current and former Harris Jacobs softball players during the 4th Annual Altacocker Softball Game held in April.

AQUATICS

The Aquatics Department, in partnership with MJCCA Summer Day Camps, implemented a "Boating in Your Backyard" program, which ran from April through September. Members and guests were welcomed on the weekends to utilize one of our many new non-motorized water crafts that include tandem kayaks, canoes, and paddle boats.

Approximately **850 children received swim lessons** at the MJCCA, and the year-round swim team continued to post record participation numbers with 85 swimmers in the fall and 99 swimmers in the spring.

GYMNASTICS

The MJCCA Gymnastics Department continued to focus on building children's confidence and self-esteem through flexibility, strength, balance, coordination, and body control – all in a positive and encouraging atmosphere. The program welcomed more than 1,000 children, young adults, and adults in gymnastics programs. Nearly 70 gymnasts participated in our competitive team program.

TENNIS

The MJCCA's Tennis Department served more than 300 people annually through a variety of programs, including USTA, ALTA, Junior ALTA leagues, clinics, trainings, children's summer camps, and non-competitive social programming. Additionally, the

SOAR Tennis Program provided special instruction for hundreds of children and young adults with developmental disabilities. Guided by experienced coaches, these participants gain self-confidence, learn sportsmanship, make friends, and develop habits for an active, healthy lifestyle.

TRIATHLON

In fall 2011, the MJCCA's Youth Triathlon program served 31 children ages 8-13. Two one-hour training sessions a week guided these young athletes through a 12-week training regimen designed to improve and develop running, swimming, and cycling techniques and prepare each participant for a kids' triathlon at the MJCCA.

The MJCCA's Tri-Club assisted 19 multi-sport adult athletes of all abilities to reach their personal training and racing goals. Through group training sessions, access to training partners, education, and a fun and supportive environment, the Tri-Club of the MJCCA facilitated a mutual support group and provided accountability for accomplishing these athletes' triathlon goals.

DANCE


The MJCCA Dance Program offered private dance lessons as well as youth jazz, hip hop, ballet, and tap classes to more than **150 children this past year**. The MJCCA has an experienced dance staff with tremendous talent and knowledge; a curriculum designed specifically for each class; two yearly performances; and summer camps, summer classes, and School's Out vacation camps. This year, the dance program introduced a new invitation-only program for students entering kindergarten. The program also expanded to include classes for boys, which had more than 20 participants.

YOUNG ADULTS

The MJCCA Young Adult events are open to singles and couples in their 20s and 30s and include happy hours, Shabbat dinners, day and overnight trips, as well as holiday programs and parties. More than **200 people attended this year's annual Chanukah celebration, Vodka & Latkes**. The Lunch & Learn series, in partnership with Birthright Israel NEXT Atlanta, has seen increased participation.

Co-ed sports leagues continued to engage hundreds of young adults. Kickball, dodgeball, flag football, softball, and sand volleyball leagues have grown over the past year, with flag football welcoming **120 participants** and softball, **140 participants**.





we invigorate
and revitalize
your mind, body & soul

ARTS & CULTURE

The MJCCA Arts & Culture Department inspires and engages the Jewish community through arts programming that entertains, educates, and transmits Jewish values with a broad appeal for diverse audiences. **More than 12,000 people attended events in the Morris & Rae Frank Theater through programs such as Center Theatre/Company J performances, Shabbat Sing, Book Festival events, and more.**

More than 1,500 people attended Center Theatre at the MJCCA's two summer stock teen musicals: one classic – *West Side Story* and one contemporary – *Edges*.

Keyboard Conversations featuring pianist Jeffrey Siegel returned for a three-performance concert series in the Morris & Rae Frank Theatre. Mr. Siegel, a fan-favorite of the MJCCA community, consistently plays to sold-out houses.

In September, Center Theatre produced the family musical,

Annie Get Your Gun. The community theater cast enjoyed two weeks of performing to full houses.

In late fall, under an expanded mission, Center Theatre became Company J at the MJCCA. With a new artistic director at its helm, Company J opened with a production of *The Producers*. This Tony Award-winning Mel Brooks comic masterpiece entertained more than 2,000 people in mid-December.

Under the direction of Company J Artistic Director Brian Kimmel, the Company J Performing Arts Academy began its after-school classes. Students met each week throughout the school year to learn all aspects of theater.

Company J presented an innovative, interactive theater experience: *The Boychick Affair: The Bar Mitzvah of Harry Boychick*. The hilarious event enjoyed four sold-out performance.

Company J
at the MJCCA

20TH Edition of the
BOOK FESTIVAL
of the MJCCA

“This is my favorite event in the Jewish community. It is an amazing cultural and intellectual experience.”

Celebrating 20 years of bringing books and culture to our community, the 20th Edition of the Book Festival of the MJCCA welcomed **10,000 festival-goers and 46 bestselling authors**, politicians, and celebrities, including Chris Matthews, Senator Joe Lieberman, Jim Lehrer, Dyan Cannon, and Regis Philbin. The star-studded lineup was featured at 38 events (including five that were sold out) during 15 days in November. Thirty chairpersons were on-hand to oversee 13 volunteer committees with 140+ volunteers.

Community partnerships almost doubled from last year, with 22 non-profits partnering on select events. This year's community service project, **Project GIVE for Operation Paperback**, yielded **6,000 books for US troops** both here and overseas. Eighteen area book clubs were registered as part of the “Book Club Insiders” program. A special “Prologue to the Book Festival” was held the month before the November Festival and featured Thomas Friedman who spoke to a sold-out audience of 1,200.

MATURE ADULTS

The MJCCA offers a wide range of programs for seniors, including the largest award-winning SilverSneakers® Fitness Program in Georgia, which **serves 1,000+ eligible members each year**. The MJCCA Mature Adults program engages **250 seniors a week** through a wide range of activities, including personal enrichment classes, recreational activities, health and fitness programs, Jewish learning opportunities, discussion groups, book clubs, and trips to some of Atlanta's culturally-rich destinations.

“As a mom of three young children, I spend most of my time between The Weinstein School and the Fitness Center. In 2009, I added spinning to my workouts. My body began to change for the better. I have always struggled with my weight and I especially had a hard time after I had children. With consistent training, swimming, and exercise classes, I really noticed my body slimming down. I also finally got the nutrition in check and have lost 18 lbs. I feel healthier at 48, than I did at 28!”

—Kim Dollinger, Preschool Mom & Total Health Center Participant

FITNESS

The Brill Total Health Fitness Center offers 80+ weekly group exercise classes (74 gym and 14 water). Our Fitness Center assists more than **3,000 members annually to achieve healthy lifestyles** through education, evaluation, and relaxation techniques.

Accomplishments for this year include a new **Stott® Pilates Reformer Studio**, additional Stott® Pilates Small Group Reformer Classes, two new **Les Mills™** fitness-to-music programs, 11 group fitness classes per week, and a newly-renovated Spinning Studio. In addition, Total Health enhanced the fitness workout experience for our members with the purchase of ten brand new Cybex Eagle Cable-Driven Strength Training pieces of equipment as well as installing 12 brand-new 51" Samsung Plasma TVs.

WELLNESS

As wellness is vital to the MJCCA's mission, we strive to achieve it through a vast array of activities designed to strengthen physical, intellectual, environmental, spiritual, social, and emotional well-being. This year, we had several noteworthy wellness programs, including a continued relationship with Weight Watchers® with weekly onsite meetings; 67 people who participated in Northside Hospital's Community Health Fair Screening (offered free of charge to the entire community); and a new Massage Studio which opened in December and features six massage therapists who are working to attract new business from both members and non-members. January 2012, Wellness Month, featured our Group Fitness Launch, a BodPod visit and the kickoff of all of our Youth Sports programs.





we instill
a love of being Jewish

JEWISH OUTREACH & ENGAGEMENT

The community was treated to relaxation and rejuvenation at our very popular Friday night Dive Into Shabbat pool parties at Zaban Park. **More than 1,000 people celebrated a Shabbat experience at this exciting new summer series.** Participants brought picnic dinners or purchased food from Goodfriend's Outdoor Grill while Rabbi Glusman led the crowd in Shabbat blessings and children's songs. Also throughout the summer, dozens of families participated in Shabbat Splash & Sing-a-long at the MJCCA outdoor pool and Barbara & Ed Mendel Splash Park.

Outreach to the Intown community also yielded positive results. In partnership with Shalom Baby™, the MJCCA's Intown Family Shabbat Pool Party, held at Emory's Student Academic and Activities Center, **welcomed more than 100 people who celebrated Shabbat with singing, dancing, and noshing.** The MJCCA also hosted Spice Up Your Shabbat at one of Atlanta's most popular Intown vegetarian Indian restaurants. More than 100 people enjoyed this unique Shabbat experience.

In partnership with Congregation Beth Shalom and Temple Emanu-El, more than 300 people celebrated Rosh Hashanah at Sweeten the New Year, an outdoor program at Yogli Mogli

in Dunwoody. The enthusiastic crowd enjoyed children's songs, activities, arts & crafts, and the highlight of the night – the official Dunwoody Shofar Blowing Contest.

The MJCCA celebrated the holiday of Sukkot in true Southern style with authentic pit-smoked BBQ ribs and live Bluegrass music. Community rabbis were on-hand to teach participants how to perform the ritual of shaking the lulav and etrog. Earlier in the day, Gilad Shalit, who had been held in Hamas captivity for nearly five and a half years was released. The MJCCA was proud to welcome the Deputy Consulate General of Israel to the event who shared remarks about Gilad's release.

The MJCCA, in partnership with the Ahavath Achim Synagogue, hosted Chanukah Pajamakah at Barnes & Noble Booksellers in Buckhead. The store was filled to capacity as **more than 200 people participated in songs, stories, and crafts.**

We implemented a monthly Lunch 'n Learn series featuring Atlanta congregational rabbis who shared unique perspectives on topics of their choice. These monthly classes were free and open to the entire community and attracted a diverse audience of those seeking more information on all aspects of Judaism.

Attendance for this year's many community outreach programs was at an all-time high with thousands of participants and more than 35 partnerships with synagogues and Jewish organizations.



Pathways

Inclusive Programs and Services
Welcoming ALL to the Jewish Community

Generously Funded by
Jewish Federation of Greater Atlanta

Through its many diverse programs, education classes, support groups, online resources, and outreach, Pathways **engaged close to 1,000 people** this year. Pathways sponsored, planned, and executed approximately 45 programs. The program has established community partnerships with 25 synagogues and day schools – all helping to identify, connect, and engage interfaith families in our community.

This year, Pathways hosted **six Taste of Judaism classes in 10 partnering synagogues with more than 100 students**. Outreach programs included hamantaschen-baking at Chef's Academy and mezuzah-making at a local ceramics studio, both engaging 150 people.

Media personalities Cokie and Steve Roberts presented their new book, *Our Haggadah: Uniting Traditions for Interfaith Families*, to more than 150 attendees. Participants learned how to make their first Seder and discovered new ways to celebrate Passover with friends and family.

Endorsed by the ARA as a requirement for conversion, **more than 100 students graduated** from our 20-week Intro to Judaism/Derech Torah classes.



The MJCCA Lisa F. Brill Institute for Jewish Learning, Atlanta's largest adult Jewish education program, **served more than 325 students** from across metropolitan Atlanta during this fiscal year. The Brill Institute offers diverse daytime and evening classes for people of all religious backgrounds taught by some of Atlanta's most outstanding rabbis and Jewish educators.

A total of **1,447 Jewish learners have graduated** from the Florence Melton Adult Mini-School; 47 this past year.

“I am Jewish by conversion and still at the early stage where I am trying to learn as much as I can about the faith/culture that I have embraced as my own. I am presently taking the Melton class as part of my personal desire to learn and appreciate more. The class topics gave me a better understanding of Jewish people's beliefs and practices. I am finding that there is no end to my search for learning with my mind and understanding with my heart. I am looking forward to taking more classes on my own and also with my Jewish husband who has shown an interest in joining me in future classes.”

—Vicky Legaspi Savrin, Melton & Derech Torah Student



we influence teens and tweens to live Jewishly

“TCS truly allowed me to connect with the Jewish value of Tikkun Olum or repairing the world.”

THE MJCCA TEEN PROGRAM ENGAGES 5000 YOUTH ANNUALLY



With more than 1,200 engaged teens spanning 10 chapters and more than 20 high schools, Atlanta Council BBYO is the largest pluralistic teen movement in the world. BBYO is the largest youth movement in Atlanta and boasts the third largest BBYO region involvement in North America with more than 1,800 teens engaged in programs year-round. BBYO builds strong commitment to community, Jewish values and identity, creates lifelong friendships, and serves as the leadership basis for most of Atlanta's top community leaders, entrepreneurs, professionals, and philanthropists.



More than 650 middle schoolers have participated in BBYO Connect events this year. This program is a feeder program for BBYO and other MJCCA teen programs.

“My involvement in the MJCCA's Teen Department has opened me up to some of the most influential experiences I have had throughout high school. Participating in BBYO has not only provided me with connections and friendships to Jewish teens in Atlanta and throughout the country, but has also given me countless leadership lessons. The impact that BBYO has had on my life completely shaped the person I am today.”

—Ashley Katzenstein,
BBYO Teen & TCS Participant





ISRAEL PROGRAMMING

The Atlanta **teen community shlich**a, our Israeli emissary, **engages more than 1,700 teens annually** in meaningful experiences and programs. All of our Israeli-based programs foster a connection to Israel, its beliefs and values, and produce many meaningful conversations around Israel today.

JEWISH STUDENT CLUBS

The MJCCA Teen Department oversees **12 Jewish Student Clubs** in 12 secular high schools throughout Metro Atlanta. For the more than **1,600 teens** who participate annually, this is often their first or their only Jewish experience.



TEEN COMMUNITY SERVICE

More than **900 pre-teens and teens** participated in significant service projects, service learning opportunities and advocacy programs throughout the year. Through more than **25 partners annually**, TCS participants meet our community's needs on a weekly basis.

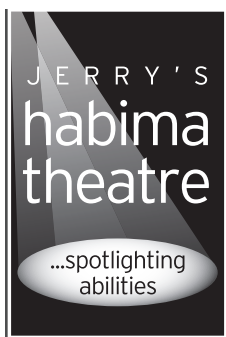
TEEN CLASSES

The MJCCA Teen Department engages more than **400 teens** in **SAT and college prep classes** in partnership with Appelrouth Tutoring Services; driver's education in partnership with Taggart's Driving School and Safe America; babysitter training classes with first-aid and CPR certification; and cotillion classes, teaching our pre-teens the best that Miss Manners has to offer!



we include and value everyone

Blonder Family Department for Developmental Disabilities



Through Jerry's Habima Theatre, the Blonder Family Department for Developmental Disabilities reached more than **1,200 people in the community**. Jerry's Habima Theatre is Georgia's only theatrical company featuring adult actors with developmental disabilities. For its 18th season, Jerry's Habima Theatre entertained sold-out audiences with the spirited musical, *Happy Days*. Two additional performances were added this year (for a total of seven) due to audience demand.

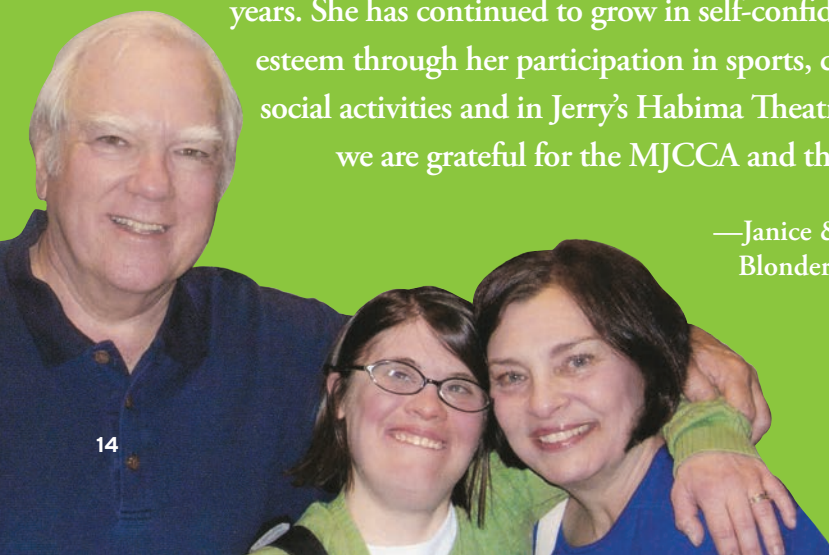
The department also provides social, recreational, educational, and cultural programming for children, teens, and adults with developmental disabilities. Programming included day trips, yoga classes, health and wellness activities, and a new Life Skills program that covers such topics as banking, housekeeping, social etiquette, and the SOAR Tennis program, which saw an increase in participation by 35%.

“Katie has been participating in the MJCCA/Blonder Family Department for Developmental Disabilities programs for over 20 years. She has continued to grow in self-confidence and self-esteem through her participation in sports, camps, classes, social activities and in Jerry's Habima Theatre. As parents, we are grateful for the MJCCA and these programs.”

—Janice & Mike Rouille,
Blonder Family Parents

“I am 30 years old and was born with Down Syndrome. I like the Blonder Department programs because I like being with my friends and to share the activities with everyone. I also like the summer trips and seeing different states. I love all the experiences of being on stage that Jerry's Habima Theatre offers to me.”

—Katie Rouille,
Blonder Family Participant



“Inclusion is the reason we are able to participate in programs at the center. This program is a gem...The MJCCA is the **ONLY** program in town to offer a true inclusion program that supports all children to ensure a safe and meaningful experience.”



The MJCCA Inclusion Summer Camp Program more than doubled this year, **serving 45 campers**. A teen mentoring program was developed to train teens on how to best assist youth with special needs so they can participate in classes and programs at the MJCCA with their typically developing peers. Through an Isenstein Initiative Grant, the MJCCA partnered with Chastain Horse Park to provide 10 free horse therapy sessions to 20 participants with autism.

“We have peace of mind and joy in our hearts each day because our mother is in loving and caring hands at the Weinstein Center.”



The Weinstein Center for Adult Day Services is open weekdays, and **provides services for approximately 150 participants each year**. The program offers personal care, medical supervision by a registered nurse, meals, and case management, providing a viable alternative to costly institutional care. This enables frail older adults to remain living in their own homes. The program also provides respite to caregivers during the day. Transportation is offered to and from the participants' homes in five wheelchair-accessible buses.

Elderly and disabled participants with moderate to low income were able to access Weinstein Center services with the help of transportation services funded by the New Freedom Federal Grant through the Atlanta Regional Commission and MARTA. Programming included holiday celebrations, field trips, fashion shows, musicians and comedians, and lunch 'n learns throughout the city.



The MJCCA Housemate Match Department served approximately **500 persons annually** through the interview, screening and referral process and matched over **220 persons in home-sharing arrangements**. This year, a grant from the Federal Transit Administration enabled Housemate Match to also offer transportation vouchers at a reduced cost to its clients. Homeowners were able to use the vouchers to purchase transportation services from their live-in tenants in order to access services in the community.

MEMBERSHIP

Summer memberships increased by 10%, fueled by a lucrative summer membership special. Retention for the year was at 80%, while our Silver Sneakers® participation increased by 60%. In response to a major January snowstorm that shut down area

schools and local businesses, the MJCCA opened its doors to families seeking respite from almost a week indoors. For two days during the storm, more than 250 people took advantage of the indoor pool, gymnasiums, and Fitness Center.

DEVELOPMENT

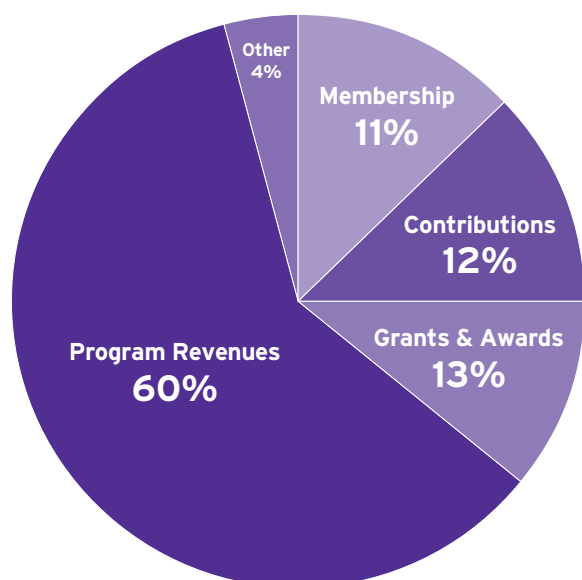
In FY11, the MJCCA Development efforts raised over \$1.3 million via individual donors and corporate sponsorships. Of these funds, \$874,957 was raised through the Annual Fund and Pacesetter

Major Donor initiatives. An additional \$3 million was awarded through grants.

FINANCIALS: YEAR ENDING AUGUST 31, 2011

REVENUES, PUBLIC & OTHER SUPPORT

Grants and Awards _____	\$2,955,116
Contributions (Unrestricted) _____	\$1,297,594
(Restricted) _____	\$1,438,911
Membership Dues _____	\$2,396,347
Program Revenues _____	\$13,299,881
Investment Income _____	\$396,443
Other Income _____	\$299,526
Total Revenues, Public & Other Support _____	\$22,083,818



EXPENSES

Program Expenses _____	\$15,880,062
Management and General _____	\$4,609,351
Fundraising _____	\$382,449
Loss (Recovery) on Pledges Receivable _____	
Total Expenses _____	\$20,871,862

Change in Net Assets _____	\$1,211,956
Net Assets (Beginning of Year) _____	\$33,307,992
NET ASSETS (END OF YEAR) _____	\$34,519,948

MJCCA MISSION

To foster and ensure a vibrant greater Atlanta Jewish community by providing programs and services of distinction that attract, involve, and inspire meaningful connections and promote Jewish values.

2012 LEADERSHIP

GOVERNANCE BOARD

David Levy
Chair

Howard Hyman
Vice Chair

Eliot Arnovitz*

Joel Arogeti*

Ron Brill

Steven Cadranel

Laura Dinerman*

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