

Mission

The Valley of the Sun Jewish Community Center builds connections to the Jewish community in a setting that enriches physical, mental and spiritual growth. The JCC is a place of excellence to learn and live Jewish ethics, values, traditions and charity.

Our Purpose

- Create a JCC environment of inclusiveness, connection and community
- Provide innovative programming, services and activities valued by our members
- Diversify our funding base and create financial stability
- Achieve excellence in performance through leadership, governance and management
- Strengthen our presence and visibility

2010-2011 VOSJCC Board Officers

Chairman: David Goldman
Treasurer/Secretary: David Tinkelman
Vice Chair Programs: Adam Brooks
Board Development: Rich Kasper
Immediate Past Chairman: Gary Jaburg

Board Members

Sandy Adler
Ron Cohen
Michael Feinberg
Benee Hilton-Spiegel
Irwin Kanefsky
Joel Kramer
Kimberly Kur
Stephanie Mahrer
Marcia Mintz
Elisa Pinkus
John Rawicz
Andrew Schwartz
Matthew Sonder
Rudy Troisi
Scott Weinflash
Gary Weiss
Ex-Officio:
Bob Silver
Executive Director:
Steve Rosenberg





Dear Members, Supporters and Friends,

The JCC celebrated its 65th anniversary this year. Through different locations, many boards of directors, booms and busts, the JCC has been an integral part of our community. We continue to do so with an engaged board of directors and staff committed to the success of the Valley of the Sun Jewish Community Center.

During the past year we have worked diligently with the Jewish Federation of Greater Phoenix to create a strategic partnership. This consolidation will enable us to be more effective and efficient, reduce expenses with the goal of engaging more people in our community.

We are deeply grateful to our supporters—individuals, businesses and foundations that contribute financially to allow us to fulfill our mission.

On behalf of the entire board of directors and staff, we thank you for being part of the JCC and helping us weave the threads of Jewish life throughout the Valley of the Sun.

Wishing you a blessed new year,

A handwritten signature in black ink, appearing to read "David Goldman".

David Goldman, Chairman
Valley of the Sun Jewish Community Center



Supporting the J With Your Annual Gift



2010 Societies of Significance Members

These individuals help ensure the financial stability of our Jewish community with their annual gift.

Scholarship Society: \$10,000 +

Judith & Robert Gottschalk

Barb & Barry Zemel

HaBonim:

\$2,000 - \$9,999 Giving

Gold: \$4,000 - \$7,499

Debra Berkowitz, Gary Weiss & Family
Harold & Jean Grossman Foundation
Suzanne & Steven Hilton & Family
Donna & Joel Kramer Family
Penny & Robert Sarver & Family
Sara, Bob, Adam & Jeffrey Silver
Benee Hilton-Spiegel & Jay Spiegel Families

Silver: \$2,000 - \$3,999

Sandy & Edward Adler
Tiffani & Dan Bachus Family
The Bedrick Family, Bruce, Anita & Daralee
Morey Bernstein Charitable Trust
Cindy & Adam Brooks & Family
Ron, Jordan, Dylan & Allie Cohen
Rory, Kaprice, Henry & Charles Collins
The Crystal Family Foundation
Brian & Amanda Donarsky & Family
Alison, Michael, Nora, Sadie & Joshua Feinberg
Brenda, Jim, Megan & Courtney Fried
Lois & David Goldman
Dottie & Murray Goodman
Helen & Steve Gubin
Susan & Jonathan Harris Family

Shari & Irwin Kanefsky
Elaine & Ted Kort
Kimberly & Norman Kur & Family
Karen & Frank Lewkowitz
Stephanie & Eran Mahrer & Family
Stephanie, Jeff, Ethan & Ella Mindlin
Mintz-Delgado Family
Colette & Benjamin Myers Family
Karen, Rob, Arielle & Maia Nagle
Gregg, Rachel, Elijah, Lizzy & Ben Ostro
Elisa, Jonathan & Hailey Pinkus
Jennifer & John Rawicz & Family
Stacy, Bill, Samantha & Gabrielle Richman
Julia Rosen & Rich Kasper Family
Fran & Al Sachs Family
Leiba & Danny Schwartz
Linda, Andrew, David & Josh Schwartz
Jess & Sheila Schwartz Family Foundation
Marie & Leonard* Siegel
Kirsten & Arthur Smolensky Family
Shannon, Matthew, Zachary & Samantha Sonder
Suzanne & Richard Swift & Family
Anne & Drory Tendler & Family
David Tinkelman Family
Mary & Larry Trachtenberg

Irit, Jonathan & Maya Tratt
Donna & Rudy Troisi & Family
Laura, Scott, David & Josh Weinflash
Gayle & Jay Weiss
Jill & Lee Weiss
Ann & Ted Zinman
Anonymous (2)

Matanah Society: \$600 to \$1,999 Giving

Howard & Vicki Cabot
James & Mandy Daitch
Adam & Stephanie Goodman
Neil & Peg Hiller
Robert & Esther Sue Karatz
Michael & Elaine Kates
Mark & Trudy Klein
Julee Landau
William & Sondra Myers
Jeff & Gail Obstfeld
Morton Scult
Garry & Sharon Shuster

*of blessed memory

2011 Gala Sponsors

**Jess & Sheila Schwartz
Family Foundation
Raymond James
Bill & Susan Levine
Green Choice Solar**

APS
SMS Financial
SRP
Cardiovascular Consultants

John C. Lincoln
Health Network
Benee Hilton-Spiegel &
Dr. Jay Spiegel

Affiliated Pediatric
Dentistry & Orthodontics

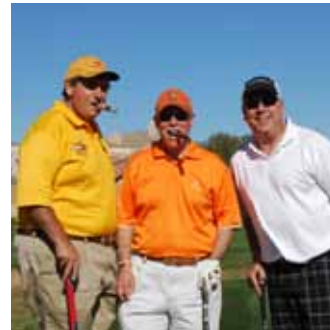
2011 Gala Supporters

Alliance Bank of Arizona
Raymond & Ruth Ann Perlman
Sinai Mortuary of Arizona
All-Star Framing
American Girl
Arizona Diamondbacks
Arizona Lottery
Bleu Pond Massage
& Skincare Studio
Evan & Johanna Bookbinder
Camelback Inn
Camp Menominee
Capital Grille
Centrestage Dance Studio
Sheila Corwin
Cruz Tequila
Don & Charlie's
East Valley Office Supply
EB Flow Design Group
Eddie's House Restaurant
The Eyes Are It
Fast Frames
Feel Good Watches
First Watch Restaurant
Fresh Mint Restaurant
G.G. Gems
Gainey Village Spa
Girly Girlz Tea & Trinkets
Goodman's G-2 Office Furniture

Annette Gorenstein
Anita & Jerome Gutkin
Chris & Renee Hamill
Vicki Harris
& Hunter Hagen
Holland Boone
Hotel Indigo
Images by Michael Photography
Islands Fine Burgers & Drinks
Jamie Herzlinger Interiors
Julie Spencer
KFNN 1510 Financial News Radio
Liza's Designz
Local Bistro
Marcy Edwards & Joe Calderone
Royalty Products
Len & Phyllis Miller
Dr. Ali Mosharafa Skin
Rejuvenation Center
Molina's Fine Jewelry
Karen & Robert Nagle
Nothing Bundt Cakes
One Love Boutique Spa

Parc Central Progressive
American Cuisine
The Phoenician
Phoenix Suns
Prickly Pear Rubber Stamps
Pucci Salon
Raising Arizona Kids Magazine
Rave Fabricare Master Cleaners
Regency Medical Aesthetics
Ritz-Carlton, Phoenix
Roger Maxwell
Herman & Vivian Rosen
Sachi Salon
Al & Fran Sachs
Seth Korey Tennis
Jacob & Lola Shapiro
Shogun Restaurant
Dr. Josh Sosnow, DVM

Barbara Stitzer Photography
Swift Transportation
Taglio Salon
Talking Stick Resort
Thingz
Un Bacio Restaurant
U.S. Royal Wine
Valley of the Sun JCC
Village Tavern
Whish Body Products
Wigs Unlimited
Wigwam Golf Resort
Wildflower Bread Company
Ken & Freya Winsberg
Edward & Gwen Yalowitz
Zoom Photography



Fiscal Year 2010-11 Highlights

Adult Programs

- More than 1000 attended the *Jewish Book & Cultural Arts Fair*
- Over 800 adults participated in social, educational and cultural programs
- Collaborated with many Jewish organizations to broaden our community involvement
- More than 2000 people attended the Israel at 63 celebration, with participation from nearly every congregation and organization

Adult Sports

- 300+ participated in the basketball league
- Basketball added fourth *A League* division
- Softball field was renovated

Development

- Netted over \$150,000 at the JCC signature fundraiser *Gala for Good* for youth programs and scholarships
- Surpassed *Fore the Kids* golf outing development goal 119%
- Exceeded individual giving budget by \$30,000
- Re-ignited Habonim Society reached 121% of goal

Early Childhood Center

- Full enrollment of 250 children
- \$131,000 in scholarships given – 25% of families received financial aid
- NAEYC accreditation received (National Association for the Education of Young Children)

- National recognition for best practices
- Opened the *Parenting Center* and collaborated with *Scottsdale Parenting Group* to serve more families outside the ECC
- Planted a *Mitzvah Garden* to teach children about nature and share our abundance with the community

Membership, Health & Fitness

- Positive net membership +57
 - 39% increase in membership sales*
 - 89% increase in group fitness revenue*
 - JCC Swim Neptune won state championship
- *compared to FY 09-10*

Youth Sports

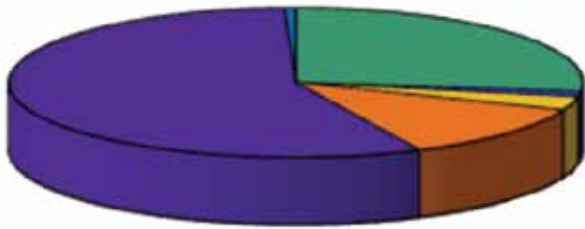
- Volleyball League grew from two to seven teams
- JCC Soccer team won North Scottsdale league in their division
- 42 athletes took home XX medals in the Omaha Maccabi Games

Youth Programs & Day Camps

- 450 youth enrolled in *Shemesh* Day Camp (K-8)
- 256 children enrolled in *Kochavim* Day Camp (6 weeks – age 5)
- \$70,000 in camp scholarships given – 27% of families received financial aid
- 42 children K-5 enrolled in *Club J* afterschool program
- *Beauty and the Beast* — youth theater featured 32 cast members, K-12
- *Jungle Book* — youth theater featured 26 cast members, K-12



2011 Financial Summary



Sources of Revenue

56%	■	Program Fees \$3,012,979
27%	■	Membership \$1,439,255
12%	■	Fundraising & Donations \$634,685
3%	■	Jewish Federation \$153,833
1%	■	United Way \$61,625
<1%	■	Other Income \$34,699
<1%	■	Grants \$3,734



Fundraising

50%	■	Special Events \$319,287
28%	■	Donations \$176,124
19%	■	Habonim Society \$120,543
3%	■	Corporate Support \$18,740



Expenses

35%	■	Sports & Recreation \$1,950,974
31%	■	Early Childhood \$1,766,604
18%	■	Youth & Camp \$995,945
7%	■	General & Administrative \$416,940
5%	■	Adult & Events \$286,013
4%	■	Fundraising \$226,951

In fiscal year 2010-2011, the Valley of the Sun Jewish Community Center earned \$5.3 million in revenue, which is a decrease of 12.5% over the previous year. This is due to decreases in membership, programming and fundraising.

During this time, the JCC held its second signature fundraising event, *Gala for Good*, which raised slightly over \$250,000 in revenue, netting approximately \$150,000. The *Fore the Kids* golf outing exceeded its budget, netting \$45,600. Even so, fundraising was 18% short of budget.

Fortunately, other individual giving, the annual giving societies reached 164% and 113% of budget respectively.

The J has worked diligently on improving efficiencies and monitoring expenses. In FY 2010-2011, the J reduced expenses by 4%. This decline was not enough to offset the reduction in revenue.

Audited year-end financials are being developed at the time of annual report preparation.

