

Mission

JSSA shall be the first place for the Jewish community, as well as the community at large, to turn for clinical and social services of the highest quality that sustain and nurture all who seek assistance.



Vision

JSSA, the Jewish Social Service Agency, strives to be the preeminent coordinator and provider of a broad range of clinical and social services for individuals and families residing in the greater Washington metropolitan area who seek help with life's many challenges.

Values

JSSA is rooted in the Jewish traditions of *Tikkun Olam*—commitment to heal and repair the world-and *Tzedakah*—charity, justice and responsibility to care for one's neighbor. In all that it does, JSSA is guided by a set of deep-seated values:

We strive for **EXCELLENCE**. In everything we do, we have the highest commitment to quality, customer service and employee satisfaction.

We respect **INDIVIDUALITY**. We work to understand the needs of each person turning to us for assistance, the needs of their families and caregivers, and the needs of our employees.

We honor **DIGNITY**. In all situations, we honor every client's, family member's and employee's right to respect and privacy.

We promote **INDEPENDENCE**. At all times, we encourage every client's and family's right to personal choice and self determination.

We accept **RESPONSIBILITY**. We make our services available to all regardless of their ability to pay.

We encourage a **SENSE OF BELONGING**. Through collaboration and cohesive teamwork, we create an atmosphere that is welcoming, inclusive, compassionate and supportive.



JSSA is stronger and better able to meet our clients' needs because we work together.

At JSSA, we deeply value our sense of community. From the youngest to the most senior among us, community makes the difference. We celebrate triumphs and overcome setbacks as one. We partner and support each other, and we learn and grow together.

Thanks to the ongoing commitment of our dedicated community, JSSA is strong, vital and poised for the future. Together we served and supported more than 29,500 individuals and families this past year–a special accomplishment given the difficult economic times and regional decrease in charitable giving.

For this we are grateful to so many and extend our heartfelt thanks.

To our Board of Directors for sharing not only their expertise, but also their time to help us meet today's challenges and move forward to meet tomorrow's.

To our thousands of dedicated donors and loyal supporters whose generosity ensures that JSSA upholds its mission to support all those who turn to us in need, regardless of ability to pay.

To our phenomenal staff whose professionalism and compassion is the foundation of our strength.

To our exceptional volunteers who improve the lives of so many by giving of their time and their hearts.

And to our many community partners from The Jewish Federation of Greater Washington to our community centers, local agencies, synagogues and schools. JSSA is stronger and better able to meet our clients' needs because we work together.

As CEO and President of JSSA's Board of Directors, we take immense pride in our ability to successfully meet community challenges by creating collaborative programs; by opening our doors and offering compassionate care to anyone and everyone who come to us for help; and by teaching and training other professionals. With the sustained support of the JSSA community, we will continue to grow, to serve all those in need, and to meet future challenges.

Sincerely,

Ken Koylob

Ken Kozloff, CEO

Edward Cooper President

JSSA Highlights

Fiscal Year 2010 • July 1, 2009 – June 30, 2010

Service Highlights

JSSA served and supported more than 29,500 individuals, professionals and family members

- 20% increase in individuals served over 2009.
- 26,500 billed mental health sessions were provided.
- 942 community members volunteered for JSSA.
- 100 clinical staff, representing approximately 70% of all JSSA staff, provided direct services.
- JSSA received the Greater DC Cares Nonprofit Community Impact
 Award for its revitalized and refocused mental health, employment and
 emergency financial assistance services. These were key components
 of the agency's response to the economic downturn and the increased
 demand for care.

Client Highlights

The #1 reason clients chose JSSA: reputation

- 92% of all clients were satisfied with the services they received from JSSA.
- 89% of all clients found JSSA services to be beneficial.
- 90% of all clients would use JSSA again.
- 93% of all clients would recommend JSSA to others.
- •The #1 source of referral to JSSA: Word-of-mouth from friends and family.
- •The #2 source of referral to JSSA: Community health and mental health professionals.

Financial Highlights

87%
of all JSSA revenue
was used to provide direct
services to the community

- JSSA provided nearly 2.3 million in subsidies, charitable care and emergency financial assistance to community members in need.
- JSSA maintained its 4-star Charity Navigator rating.
- JSSA's Now MoreThan Ever
 Emergency Campaign raised \$1.6
 million in critically needed funds.

Program Highlights

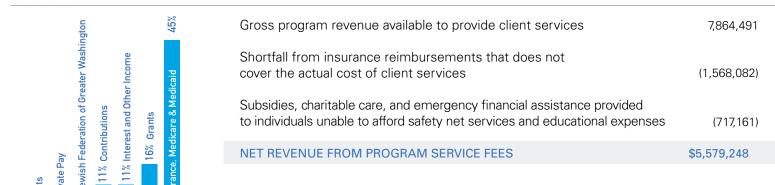
JSSA expanded Collaborative Divorce, Employment & Career Services, Training Institute programs, anti-bullying education, and the award-winning *Going Places!* social clubs for teens and young adults with Asperger's.

JSSA increased partnerships with other community organizations, partnering to conduct programs in more schools, synagogues, community centers and senior living communities.



Fiscal Year 2010* Financial Summary

Revenue



Expenses

Fundraising for Services 10% Management Costs gram Expenses to Provide Client Care 87%	Direct care and support 29,500 clients, family members, and significant others involved in their care	7,604,862
	Program expenses related to providing client services	4,317,923
	TOTAL COST REQUIRED TO PROVIDE CLIENT SERVICES	11,922,785
	Program services shortfall	(6,343,537)
	Contributions and grants applied to support our mission	\$6,343,537
88 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2		*July 1, 2009—June 30, 2010





Child and Family

"...it's easier for me at school now...I am less anxious and can concentrate more on my work."

JSSA's compassionate, professional child and family staff include clinical social workers, psychologists, and psychiatrists. They provide the assistance and tools needed for pre-schoolers, school-age children, teens, parents and entire families to cope with a wide range of individual and family challenges.

How We Help: Early childhood consultations • Social skills therapy groups for children, teens and adults • Individual and group therapy • Support groups and workshops on a variety of topics (including childrearing, school related issues, anxiety and depression, separation and divorce and more) • Adoption services • Pre-marital and couples counseling • Parent trainings • Collaborative divorce coaching • Community programs including social skills clubs and camps • Bullying prevention workshops.

Who We've Reached: In fiscal year 2010, JSSA's Child and Family Services department served and supported 9,375 individuals, family members and professionals.

What's New This Year: JSSA's Child & Family Services department vastly expanded its outreach into the metro DC professional community. Through collaborative on-site programs with many public and private schools, and community lectures, workshops and trainings, JSSA further enhanced its role as an innovative service provider and training organization.



Special Needs and Deaf Services

"...I just moved into my own apartment and cooked my first meal!"

For more than a century, JSSA has supported and strengthened individuals with special needs in their quest for independence and personal growth. JSSA's social workers, counselors and case managers understand the far-reaching needs of people with developmental, physical, emotional and cognitive disabilities. Our staff assists them and their loved ones through care coordination, educational advocacy, supported employment, counseling support, housing, transportation, benefits, and legal and financial future planning.

How We Help: Our award-winning *Going Places!* social clubs for individuals with Asperger's syndrome • Autism services across the lifespan • Social skills therapy groups • Life skills training • Individual counseling and care coordination • Services and programs for the deaf and hard of hearing.

Who We've Reached: In fiscal year 2010, JSSA served and supported 1,554 individuals with special needs, their families and community professionals.

What's New This Year: JSSA expanded the *Going Places!* social club into Maryland and launched new clubs for teens and adults. Through group outings, participants learn valuable social skills, make friends and gain the confidence needed to become more independent. JSSA also offered new life skills workshops for teens and young adults to cultivate skills in organization and time management, budgeting and money management, personal hygiene, cooking, and employment.

Senior Services

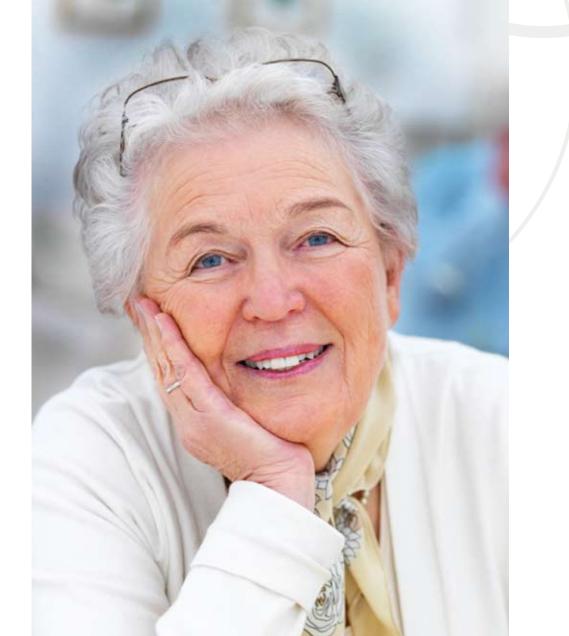
"Grandma is smiling a lot more lately...
she is so happy she doesn't have to move..."

Seniors and their families experience a variety of life changes and challenges. Living safe, independent lives can grow increasingly difficult – and can often be a source of worry for loved ones. JSSA's senior services professionals help seniors and their families handle these changes by providing care management services, offering counseling and connecting families to JSSA and other community resources. Our social workers, care managers and trained volunteers bring warmth, understanding and guidance to ensure that loved ones can live well physically, socially and emotionally.

How We Help: In-office and at-home counseling • Care management • Family consultations • Holocaust survivor services • Caregiver support • Information and referrals • Workshops and support groups.

Who We've Reached: In fiscal year 2010, JSSA Senior Services provided service and support to 8,738 clients and their families.

What's New This Year: JSSA launched At Home Choices, a "cluster care" program of services designed to assist those living in senior communities. A designated At Home Choices coordinator works with residents, their families and the community's staff to create a tailored care plan focused on providing and maintaining a longer, healthier, and more independent lifestyle.



Hospice

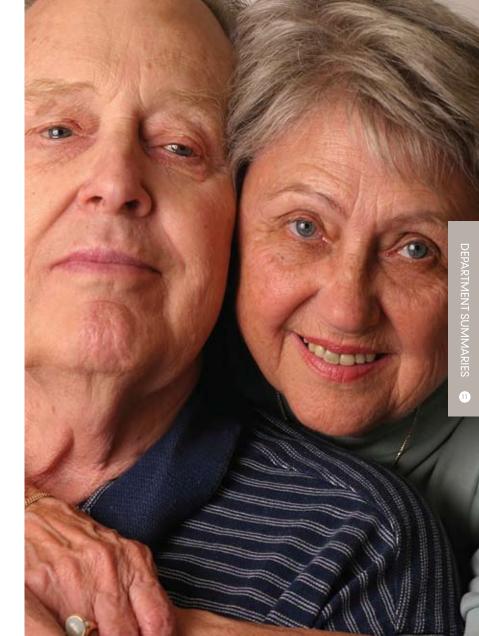
"My husband passed away peacefully and comfortably...the whole family was there with him..."

For more than 25 years, JSSA Hospice's specially trained professionals have provided expert and compassionate end-of-life care to terminally ill patients and their families. This year, our Hospice touched the lives of an exceptionally high number of patients and families as more than 65 patients on average received care every day. Our approximately 100 Hospice and Transitions volunteers provided nearly 4,000 visits this year to chronically or terminally ill patients, offering companionship and respite care for families.

How We Help: Comprehensive client evaluation and assessment • 24-hour nursing care • Pain and symptom management • Volunteer assistance • Bereavement support • Ongoing medical consultation • Emotional and pastoral counseling.

Who We've Reached: In fiscal year 2010, JSSA Hospice served and supported 1,495 individuals and families with compassionate end-of-life, care respite and counseling services.

What's New This Year: JSSA Hospice earned accreditation from the Community Health Accreditation Program. This endorsement acknowledges only those hospices that exceed the level of regulations required by Medicare and Medicaid and serves as a testament to JSSA Hospice's high standards of care. JSSA Hospice's commitment to patient care was perhaps best exemplified during the historic metro DC blizzard of February 2010 when JSSA Hospice staff – true snow angels! – went "above and beyond" by braving the severest of weather conditions to ensure that communication, supplies and respite went uninterrupted for patients and their families.





Employment & Career Services

"...my final interview totally impressed them... I start working there Monday!"

With the economy faltering, many in our community are jobhunting as a result of lavoffs, a financial need to re-enter the workforce or a desire to explore a career change. Often these job seekers require new and specialized job search skills to compete in today's tight job market. To better meet these needs, JSSA revitalized its Employment and Career Services (ECS) department by increasing staff and launching new programs and services. In addition, JSSA continues our more-than-25-year commitment to provide individuals with special needs the essential tools to find and keep meaningful employment.

How We Help: One-on-one job coaching and assessments • An intensive monthly two-day Job Search Boot Camp • Weekly job search networking, resume-writing and interview skill development groups • Free monthly community workshops lead by local experts on a variety of job search topics • An online community job board • For those with special needs, we provide assessments, a Work Adjustment Training (WAT) course, job development and ongoing job retention support.

Who We've Reached: In fiscal year 2010, JSSA's ECS programs served and supported 1,250 individuals and families.

What's New This Year: ECS launched a free monthly intensive two-day Job Search Boot Camp; free weekly job networking clubs, monthly workshops; presentations on career search topics at libraries, synagogues and other community organizations; and an online networking LinkedIn group. Many ECS services are provided free of charge thanks to financial support from The Jewish Federation of Greater Washington and other generous funders.



JSSA Training Institute for Professionals

"...the symposium introduced some dynamic new approaches to the challenges my colleagues and I encounter daily..."

Social work, mental health and education professionals in the community look to JSSA for outstanding continuing education programs taught by JSSA faculty and leading experts from institutions and private practices in the Baltimore-Washington area.

How We Help: Post-graduate courses, trainings, an annual daylong symposium and specialized workshops for mental health professionals and educators covering a wide variety of specialized child, adult, senior and family topics. Examples of sessions and courses include: Helping Children, Teens and Adults Live Well with ADHD • Early Development, Psychopathology and Treatment of Infants and Young Children • Diagnosis and Treatment of Eating Disorders in Adolescents and Adults • Understanding and Treating Bi-Polar Disorder • Child, Adolescent and Adult Assessment and Treatment • Object Relations Couples and Family Therapy • Understanding and Treating Hoarding Behaviors in Older Adults.

Who We've Reached: In fiscal year 2010, the JSSA Training Institute provided education and training to 682 area professionals.

What's New This Year: The JSSA Training Institute became an approved Maryland provider of trainings for childcare providers and preschool staff. We have since designed and taught workshops both at JSSA's Ina Kay Building in Rockville, and on-site at a number of preschools.

Jewish Community Outreach Programs

"...chanting Shabbat melodies with the chaplain provided comfort during a very difficult time in my life"

JSSA has a long tradition of offering many communal programs and services to meet the diverse needs of our community. The Jewish Community Outreach Programs ensures the continuity of traditions, caring connections, and support for thousands of individuals and families every year.

How We Help: JSSA's Synagogue Liaison Program works with ongregations to provide individual and group consultations and workshops for congregants and staff. JSSA also serves unaffiliated Jews through our Jewish Chaplaincy Program, providing spiritual support to patients in hospitals, residents of assisted living facilities and nursing homes and those in prisons. Individuals and community groups of volunteers brighten the holidays for residents through holiday and art projects, sing-a-longs and study sessions. Friendly visitors reach out to home-bound seniors, and our Meals on Wheels delivery program provides vital Kosher nourishment for seniors unable to shop and cook for themselves.

Who We've Reached: In fiscal year 2010, Jewish Community Outreach served and supported 6,444 members of the community and delivered 29,359 meals to home-bound seniors.

What's New This Year: JSSA increased the number of congregations served through the Synagogue Liaison Program, expanded our Clergy Training Program, and grew the number of facilities served through Jewish Chaplaincy by 50%.



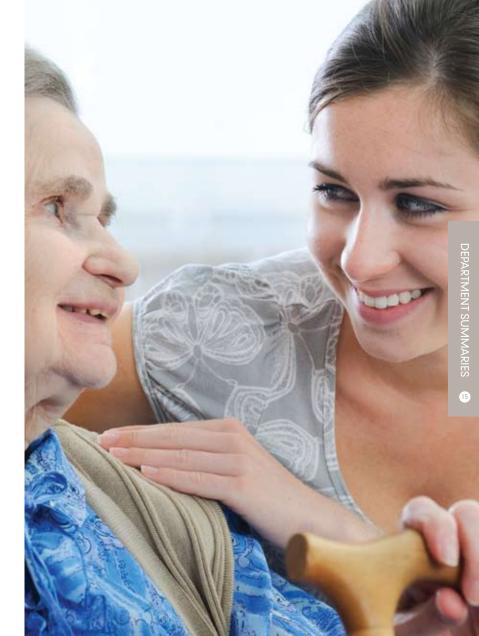
JSSA Volunteers

"...seeing her smile when I walk in the door makes my whole week."

This past year, 942 JSSA volunteers brightened the lives of thousands in our community by contributing the precious gift of time and compassion. From home-bound seniors and those coping with terminal illness, to individuals seeking employment and families in financial need, JSSA volunteers made a meaningful difference.

How We Help and Who We've Reached: JSSA volunteers made priceless contributions to the health and well-being of our community in many different ways including: Serving on JSSA's board • Delivering hot kosher meals and groceries to frail elders • Assisting with administrative work • Providing companionship and much needed respite care for hospice patients and their families • Delivering baskets of holiday food to those in need • Teaching classes and bringing Jewish programming and connections to those in assisted living facilities and nursing homes • Organizing social gatherings for Holocaust survivors...and much more.

What's New This Year: Many of JSSA's dedicated volunteers participated in intergenerational programming. Volunteers, particularly those with young children, helped celebrate Jewish holidays with senior residents in nursing homes and assisted living communities. By bringing generations together, JSSA furthers its mission to strengthen families and community.





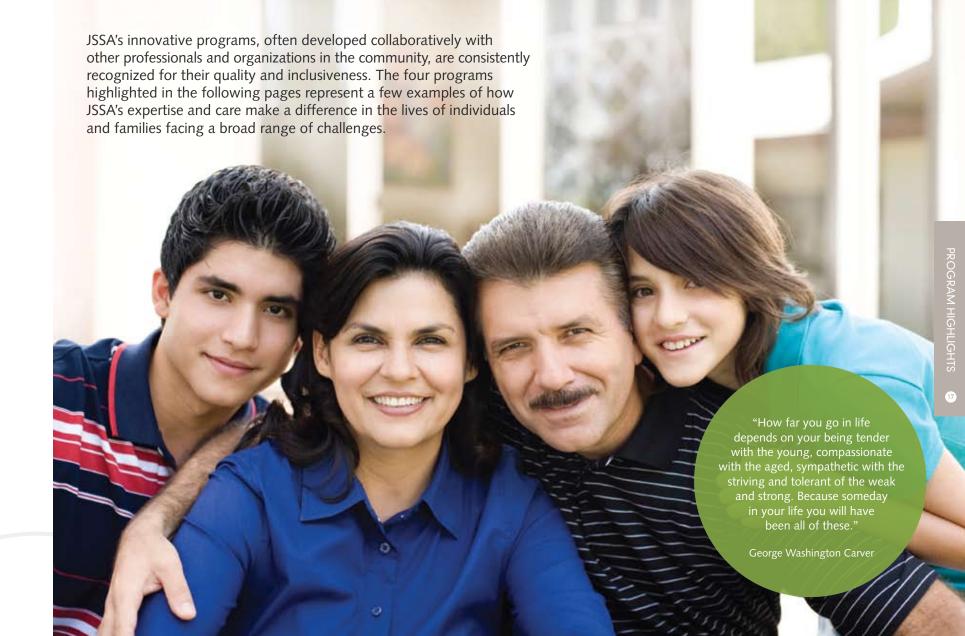
Premier Homecare

To provide the broad range of in-home services often required by JSSA clients of all ages, we rely on the skilled and compassionate services of our wholly owned subsidiary non profit agency, Premier Homecare, Inc.

Premier Homecare, established in 2000, serves hundreds of families each year throughout the Washington metropolitan area. Specializing in the development, delivery and coordination of comprehensive care management programs, Premier services allow older adults and those with physical limitations to live independently – and with dignity – in the comfort of their own homes. Premier has built a strong reputation for delivering compassionate and expert care to seniors and peace of mind to their loved ones.

Over the years, Premier Homecare has expanded carefully, growing only as fast as it can build a team of superior, well-trained caregivers. Premier ensures clients receive continuity of care from people they know and trust. All caregivers are employees of the company, whereas many other homecare firms use independent contractors. Premier also offers ongoing training and education for their staff ensuring that the care provided is of the highest quality.

In fiscal year 2010, Premier launched a new service, Welcome Home Baby, a program that assists parents during one of the most exciting, yet overwhelming events they can experience – the arrival of a newborn into a family. From bathing the newborn to caring for siblings to cooking and cleaning, Welcome Home Baby staff provide parents the time and energy to enjoy their new arrival!





I remember the day he came home from camp and told me he had made a friend. I started to cry...happy tears...

Ethan was diagnosed with Asperger's syndrome – a form of autism – when he was five years old. He's nine now and has always struggled to be comfortable in social situations and to make friends. I loved going away to summer camp when I was a child and I wanted that to be a part of his life as well. I'd sent him to a few camps but he was almost always ostracized for being different. He dreaded going.

Camp Shalom, run by JSSA and the Jewish Community Center of Northern Virginia (JCCNV) has been the first camp to give my son a positive summer experience. The two week camp session focusing on social skills development is held at the JCCNV. The program leaders were mature and caring JSSA and JCCNV professionals with lots of experience working with children with special needs. The mornings were focused on teaching social skills in fun ways like "freeze dancing" to practice impulse control or "show and tell" to work on conversational skills. In the afternoons, the Camp Shalom participants were together with other JCCNV campers for the usual fun summer camp activities like swimming, crafts, cooking, science experiments, dancing and field trips to places like bowling alleys, museums and the zoo.

The program is set up to let each child shine, which made such a difference in building my son's confidence! I remember the day he came home from camp and told me he had made a friend. I started to cry...happy tears...

The camp also involved the parents and helped us learn ways to support Ethan's progress at home. Every day the staff sent home written reports letting us know how he had interacted with other campers and how well he was using the social skills being taught. At the end of each week, the staff met with us to provide more information about what Ethan was learning. We were able to ask questions and meet other parents experiencing similar challenges. The whole experience was a successful one for our entire family. And Ethan is already looking forward to next summer!



JSSA's social skills camps run multiple sessions each summer in Fairfax, VA at the Northern Virginia JCC and in Rockville, MD at the McLean School



I now know where to look and how to present myself in a compelling way, something I'd never thought all that much about before. Losing my job in IT after 20 years was a horrible blow. Eighteen months after the

Losing my job in IT after 20 years was a horrible blow. Eighteen months after the layoff, with hundreds of unsuccessful job applications behind me, I was feeling so low I could barely get out of bed each day. Finally my wife insisted I attend JSSA's two-day Job Search Boot Camp. The impact of those two days has been unbelievable in restoring my usually positive attitude and making my job-search far more effective.

Like a lot of people, I went into the Boot Camp not knowing what to expect. I was sure I already knew all I needed to know about job-hunting. I had never heard of JSSA before, and I'd certainly never thought of myself as someone in need of social services. It was a shock to find that my classmates were actually executive vice-presidents, high-level sales professionals, IT people like me who had stories – and emotional reactions – similar to mine.

Most of us were way behind the curve in knowing how to use the most important skills in the current job market – writing resumes, networking and interviewing effectively. Boot Camp is a free crash course lead by a very experienced and very down-to-earth job coach. The program offers a lot of practice and discussion, which got me ready – and, believe it or not, willing – to start using all these skills. I now know where to look and how to present myself in a compelling way, something I'd never thought all that much about before.

I haven't found a job yet, but I'm no longer overwhelmed by the challenge. I've kept in touch with people in my Boot Camp class – several of them have been hired, so I believe that soon I will also meet my goal. For now, I'm still honing my resume writing and interviewing skills in JSSA's weekly workshops. I attend the agency's networking groups, too, as well as its community job-hunting lectures.

It is wonderful that JSSA offers these incredible programs for free. They have been a lifeline for so many unemployed people in this community. Things aren't easy but they're looking better...

JSSA's Job Search Boot Camp served 193 individuals in fiscal year 2010, and continues to run once a month at no cost to attendees.



While divorce is never easy, my now ex-husband and I are cordial and fair with each other and work together to put Rachel's needs first.

After a number of unhappy years, my husband and I finally decided to separate. Our primary concern was how this would impact our daughter, Rachel. We struggled together to raise our daughter as she was diagnosed with ADHD at an early age, and required coordinated care and lots of patience. We did not want her to endure the divorce experiences we had seen in other families – experiences resulting in tainted relationships and conflicted children.

Our family lawyer recommended the collaborative divorce approach. We had never heard of it. But because we had been so happy with JSSA's Child and Family Services in the past, we chose two of their collaborative coaches, a JSSA child specialist and the attorneys they recommended. It was one of the best decisions we had made together in a very long time.

The child specialist advocated for our daughter's best interests throughout the process. She also spent time with me and Rachel's father, other family members and Rachel's teachers, really getting to know how she was managing and evaluating how the divorce would impact her life. The child specialist was instrumental in helping the coaches develop a parenting plan that gave us confidence about Rachel's future.

Our collaborative divorce team met several times over the course of six months. The team usually consisted of Rachel's father and me, our coaches, attorneys, and a neutral financial adviser. By focusing on problem-solving instead of grievances or blame, we were able to move forward.

The process more than met the goals we had set. Our divorce was amicable, and our daughter received the support she needed. While divorce is never easy, my now exhusband and I are cordial and fair with each other and work together to put Rachel's needs first. Frankly, I don't believe we would have reached such a positive resolution without the collaborative process and JSSA's help.



JSSA's collaborative divorce experts are members of the Collaborative Dispute Resolution Professionals (CDRP) practice group, a nonprofit organization operating in the metro DC area.



It was a sad and difficult period for our congregation, but JSSA was there to help us all move forward.

A rabbi responds to many religious, ethical and family matters as part of leading a congregation. Sometimes, though, issues my congregants discuss with me fall outside my areas of expertise. In those cases, we are very fortunate to have the wonderful and caring support of JSSA's synagogue liaison.

Recently I was asked to counsel a congregant on how to handle an aging parent who consistently refused help. The aging parent's needs and my congregant's efforts to tend to them had begun straining her marriage and competing with her need to attend to her own children. Because of the strong relationship between JSSA and our synagogue, my congregant and I felt very comfortable calling on our liaison to consult with the family on how best to respond, taking into consideration matters such as reasonable boundaries for both the aging parent and the adult children.

My preschool staff turned to me for assistance a few months ago. With autism increasingly common among children, our teachers were concerned about recognizing early signs in their classrooms. We called on our JSSA synagogue liaison to arrange a specialized training for our early childhood educators. Our staff is still benefiting today from this experience.

Another example of this strong community partnership occurred a few years ago when one of our teen members tragically lost her life in an accident. Our synagogue liaison guickly brought in counselors and social workers who could support our members and our staff in their grief. It was a sad and difficult period for our congregation, but JSSA was there to help us all move forward.

Knowing that JSSA is part of our "family" and is here to provide expertise and compassion around so many different life challenges makes an enormous difference in my life and in those of our congregation. JSSA embodies the values of tikkun olam and is truly a blessing for our entire community.

This story represents a composite of experiences shared by those congregations participating in JSSA's Synagogue Liaison Program. Please note that these characterizations do not necessarily reflect specific individuals or events that are directly connected to B'nai Israel or other participating congregations.

B'nai Israel Congregation, Rockville, Maryland

JSSA's Synagogue Liaison Program serves and supports 2,960 individuals across 16 metro DC area congregations.

Leadership

As of March 2011

Executive Committee

President Edward Cooper
First Vice President Cherie Artz
Vice President Jeffrey Abramson
Vice President Leslie Shedlin
Secretary Judith Oppenheim
Treasurer Mark Ellenbogen
Assistant Treasurer Lawrence Kline
Member At Large Stephen Eichler
Member At Large Stuart Youngentob

"This is the duty of our generation as we enter the twenty-first century – solidarity with the weak, the persecuted, the lonely, the sick, and those in despair. It is expressed by the desire to give a noble and humanizing meaning to a community in which all members will define themselves not by their own identity but by that of others."

Elie Wiesel

Board of Directors

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*Deborah Lebbin served as Board President throughout fiscal year 2010. We are grateful for her service and long-standing dedication to JSSA.

Acknowledgements

A special thanks to JSSA staff and volunteers

JSSA's executive team sincerely thanks our incredible staff, our talented contract employees, and our committed team of volunteers. We are so proud of your daily efforts to ensure that JSSA remains the vibrant, innovative, caring and strong organization we have been for more than 118 years. You are the foundation of our ongoing success.

To everyone who has worked long hours, solicited funds, worked on a special event or committee, visited people with serious illness, provided a meal or a ride to a client, assisted us in the office, or simply told others about JSSA services, we are truly honored by your friendship and support. Thank you.



Left to right: Jason Young, CIO; Tal Widdes, COO; Tasha Museles, CDO; Carol Parker-Perez, CFO; Debbie Van Coutren, Director of Human Resources; Ken Kozloff, CEO

...and to The Jewish Federation of Greater Washington

JSSA extends a heartfelt thank you to The Jewish Federation of Greater Washington for their ongoing support in securing the health and vitality of JSSA and those we serve in the community.

As JSSA's largest "donor." The Jewish Federation is committed to helping us meet our community's diverse challenges. In 2008, the Federation created a \$300,000 Community Crisis Assistance Fund (CCAF) to help agencies like JSSA address the increased need for services and financial assistance in our community. JSSA has received over \$1 million from the CCAF since 2008 – funds which helped more than 29,500 people with financial assistance, career and employment assistance and mental health counseling. This past year, the Federation invested more than \$1.37 million to support JSSA's vital programs and services. Sustaining critical social services depends on a strong collaborative partnership between The Federation and JSSA. We are very proud of this relationship and of how we partner together in support of our community.



JSSA thanks Freed Photography for its assistance in the creation of this report.

PP Past President



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