

JCC East Bay



2023 Impact Report

July 1, 2022 to June 30, 2023



Friends-

What a year it has been! **Thanks to you, we raised over \$1.3 million and were able to serve our community in new and more ways!**

We excitedly welcomed older adults back to the JCC with Mah Jongg Club, a Yiddish learning group, and holiday lunches.

We partnered with Studio 70, home of Edah afterschool and the Midrasha teen program, and will be officially merging in the coming months to create a great Jewish learning venture for the East Bay.

Our family programs soared in participation as we saw over 700 NEW community members walk through our doors, an amazing 580% increase from last year!

Plans for our beautiful new campus in Oakland are going strong as we continue to build on our relationships with other Jewish organizations to dream for the future.

And we know next year will be even better! May Rosh Hashanah, the Jewish New Year, bring all the good to our community.

Wishing happiness and good health to you and your family. Chag Sameach!

Aaron Fischer, Board Chair
Melissa Chapman, CEO



Preschool

Our award-winning preschool serves as a first and powerful gateway to lasting community connections. The JCC East Bay provides \$100,000 in financial aid for nearly half of the 55 children enrolled, giving families much-needed care and support for this important stage of development.

“As a family that recently relocated from Israel, we appreciate being a part of the supportive JCC preschool community where all children are embraced. The parents, teachers, and staff have made this complicated period in our life not only peaceful, but joyful too. The JCC preschool is a place where our children always feel at home. Whether it’s challah and Shabbat songs, or learning about Jewish holidays, the kids are constantly absorbing Jewish values and heritage.” –Adi



Afterschool

With programs at the Berkeley JCC and Joaquin Miller Elementary, more than 300 kids experience enhanced learning through educational, physical, artistic, and social-emotional experiences in a welcoming, inclusive environment. Our staff is well-trained in communication, conflict management, and lesson planning to support students with homework, reading a story, painting, or playing an energetic game of soccer. We are also proud to partner with Oakland Unified School District to provide care at no charge for families and students in need.

Summer Camp

Our camp provides a vital outlet for play and connection through traditional camp, art camp, STEM camp, and more. We had a 78% increase in campers this year!



Teens

Whether it be schoolwork, sports, or extracurriculars, we understand how busy a teenager's life can be. From monthly films, dodgeball, and workshops, to competing at the Maccabi Games each summer, we provide ongoing ways to be in community. We challenge and support our youth to be *uber mensches* (Yiddish for a person of great integrity). The Maccabi Games, an Olympic-style sporting competition, is often the first Jewish experience for 66% of the participants!

"A few days have passed and I wanted to take a moment to thank you for a very impactful and memorable experience for my son. He had an amazing week of basketball and friends with the JCC East Bay. He has not had such a meaningful Jewish experience since his bar mitzvah." – Mark



Family Programs

We meet the evolving needs of our diverse families through meaningful and accessible programs that provide key connections to Jewish traditions, values, and community. With the help of our amazing partners, we served over 1,500 participants with opportunities to learn, share, and celebrate together. We also saw the need for specific identity-based programming and designed pilots to engage Spanish-speaking and Israeli families. The response was overwhelmingly positive, with hundreds of new participants to the JCC East Bay and greater community.

“I’m Latinx and I wasn’t sure what being Jewish and Latinx could look like. So many questions. We found the answers at the JCC East Bay. We walked in and saw diversity. Our kid’s teacher even spoke Spanish. Amazing! We’ve attended nearly all the music events and as many preschool events as possible. No other school takes actions to appreciate diversity like the JCC East Bay. We found a place where our kids can be themselves.” -Jessica



Civic Engagement

Through JCC ACTS (*Action, Community, Tikkun Olam, and Service*), the JCC East Bay is committed to bringing you ways to get involved in social issues and to make a difference—all while building and strengthening our community. Giving back and making the world a better place is built-in to everything we do. We partner with local, national, and global organizations on collection drives, advocacy efforts, hands-on volunteering, and relationship building with the broader community.

"The JCC was terrific in coordinating hygiene drive and blanket-making activities, all of which were donated to our center, The Women's Daytime Drop-In Center. We loved the personal touch of the JCC participants that made the blankets. They were given to many unhoused ladies and their children who came to us looking for services in January and were grateful for warm blankets!! We could not do the valuable work that we do without wonderful community partners like the JCC East Bay." -Dawn



Older Adults

Did you know that nearly 3 in 10 older adults live alone, and 43% regularly experience loneliness? Studies have shown the incredible, positive impact that being in community has on nearly every aspect of life, making socialization that much more important. This is why we have prioritized resuming in-person activities for older adults, and welcomed back Mah Jongg, Yiddish Club, and Israeli Dancing. These experiences create a renewed sense of friendship, care, support, and community where seniors can thrive.

"When Covid arrived and the JCC closed, our weekly Mah Jongg group could no longer meet. While the members found other creative ways to play, we missed the camaraderie of the JCC group. A few months ago, arrangements were made to bring us back. It is truly a pleasure to come to the JCC every Wednesday morning. Thank you for being so accommodating and welcoming to us. We really appreciate your kindness and hospitality." -Lorraine



Oakland Expansion

The JCC East Bay is at a pivotal point in our nearly 70-year history. After more than 40 years in our 106-year-old landmark building in Berkeley, we have reached our maximum capacity and ability to fully serve the community's evolving needs. In 2019, we began planning for a flagship JCC in Oakland as the anchor of a visionary Jewish Community Campus that will be home to 15-20 Jewish organizations.

Our vision is to create a Jewish community campus where local organizations will come together in a central location to maximize our resources, amplify our collective impact, and better serve our rich and diverse community.

The East Bay Jewish Community Campus will transform the landscape of our community, and can serve as a pioneer model for Jewish communities across North America.



Jewish Life

From sending videos and letters of support to our sister JCCs in Ukraine, to showcasing Passover charoset from around the world, Jewish life is at the heart of everything we do! In addition to continually sold-out holiday celebrations for families, we partner with local organizations to host some of the largest annual community gatherings. With Jewish Studio Project, we brought more than 1,600 people together for the High Holidays. For Shavuot, we brought 31 organizations, 37 teachers, and 340 community members together for a dynamic day of learning. Every decision we make is influenced and inspired by Jewish values and traditions.

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JCC East Bay

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