

Coping with Life

Behavioral Health programs serve 12,000 annually

Each year, more than 12,000 individuals of all ages learn how to more effectively cope with life's difficult circumstances as a result of JFCS' comprehensive Behavioral Health programs and services.

Whether it's helping a teen work through substance abuse, easing an adult out of depression, working with teens leaving foster care or assisting an entire family with mental health concerns, JFCS' skilled staff members support some of Maricopa County's most vulnerable residents.

"We serve low-income populations who are enrolled in Medicaid and need assistance due primarily to mental illness or substance abuse. We also serve children and teens who may be struggling with issues at school, disorders like Post Traumatic Stress Disorder or Attention-Deficit Hyperactivity Disorder, or trauma resulting from abusive childhoods," said Mary Jo Whitfield, MSW, Vice President of Behavioral Health at JFCS.

More than 50 percent of JFCS' Behavioral Health clients self-refer to the organization because they have heard about the services provided and realize they need help. JFCS clinicians also receive referrals from the Arizona Department of Economic Security, Child Protective Services, juvenile parole and probation, primary care physicians and the community at large.

"When you've been around as long as we have – for 75 years – you develop a solid reputation for the services you provide so long as you do your job well," Whitfield says.

Building Community

Providing quality service is a top priority at JFCS and is an integral part of the organization's core values. It aligns with two Jewish values that guide JFCS' mission – concern for the community (kehila) and doing the right thing (tzedakah). Many of the people who receive Behavioral Health services at JFCS have been cast off by society, which makes JFCS a place of refuge for those who have nowhere else to turn.

"Our overall goal is to keep people in their communities as much as possible and functioning at the highest level," Whitfield says. "We don't want them in hospitals, institutions, residential treatment centers or congregate care. It's our priority to get them into a clinic and get their issues addressed so we can support them in becoming productive members of our community."

Coping with Life continued on page 4



• IN THIS ISSUE

Letter from the President & CEO	2
Fundraising Campaign	3
JFCS Donors.....	6
News Briefs.....	7
Save-the-Date	8

75 Years: Helping and Healing

2010 Year in Review



2010 was an exceptional year for JFCS as we marked our 75th anniversary as a community service agency. Although the economic downturn continued to increase demand for our services and strain existing resources, we were able to start several new programs and expand much-needed services, including our Behavioral Health programs, which you can read about on the cover of this issue.

Last year, JFCS was also able to significantly expand services to adults in crisis through its partnership with Magellan Health Services, the Regional Behavioral Health Authority. We opened additional adult services on both 7th Street in Phoenix and in the West Valley, and began providing innovative Behavioral Health counseling to older adults in their homes.

Other major accomplishments in 2010 include:

- Our Glendale Behavioral Health Clinic was relocated after 20 years to a new Glendale location. We also completed plans to move our Mesa Behavioral Health Clinic and are seeking new space to relocate our West Catalina Drive Clinic. These moves will result in a better environment for both clients and staff.
- We continue to expand our specialized services to youth with programs for foster care youth, youth with serious mental health problems who are likely to continue services as adults, and specialized treatment for youth and families who struggle with substance abuse issues.
- With the support of a grant from the Virginia G. Piper Charitable Trust, we proudly launched our new older adult home care program, Jewish Family Home Care of Arizona. This program provides in-home services to seniors helping them maintain their independence and quality of life while continuing to live in the comfort of their own homes.
- We continued to provide services to the Jewish community with increased referrals to our counseling services and more requests for emergency and short-term financial assistance via our Helping Hands program.
- Our Aleinu Network held several successful educational workshops with the Orthodox Community, offering resources for strengthening individual and family life.
- And our Hospital Chaplaincy program provided support and spiritual comfort to patients and families in 15 hospitals throughout Maricopa County.

We are grateful for the support we have received this past year, which has enabled us to meet the emerging needs of the community to the best of our ability. Thank you to our partners, our donors, staff and board of directors who have made a successful 2010 for JFCS.

And finally, please take a moment to read the significant news on page 3 and consider making a gift to JFCS in early 2011 so we may continue the momentum of 2010.

Michael R. Zent, Ph.D., President & CEO

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Constituent Agency of the Jewish Federation of Greater Phoenix



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Financial Challenges Impact Jewish Federation Partner Agencies

Major Fundraising Effort Underway to Save Senior Center, Critical Programs

Last fall, the Jewish Federation of Greater Phoenix announced that it was facing significant financial challenges. In October, the organization terminated half of its staff and in November, it informed its partner agencies, including JFCS, to prepare for the “worst-case scenario” – a 50 percent cut of the allocation for the current fiscal year. For JFCS, that means a possible reduction of \$147,000.

The Federation’s original FY2011 commitment of \$294,000 represents 36% of JFCS’ programs specifically for the Jewish community. JFCS balances the remaining expenses with contracts and fees for some services and fundraising an additional \$328,000.

In an effort to ensure that our Jewish Community Services programs have the resources necessary to operate through this year and over the next three years, JFCS is redoubling its fundraising efforts so we may continue to serve our nearly 5,000 Jewish clients. If a minimum of \$147,000 in pledges or gifts is not raised by January 15, 2011, JFCS will be forced to consider:

- Closing the Center for Senior Enrichment;
- Eliminating our Helping Hands emergency financial assistance;
- Ceasing Rabbi Kravitz’s weekly visits to patients in 15 area hospitals;
- Curtailing the Aleinu Network’s outreach to the Orthodox community;
- Reducing support to elderly and vulnerable Jewish clients; or
- Shutting down special help to Holocaust survivors.

To date, JFCS has received \$74,000 from the Federation and we have continued to provide services temporarily utilizing our limited cash reserves.

To make a donation or learn more about this critical, time-sensitive fundraising campaign, please contact **Frank Jacobson** at 602-567-8329 or frank.jacobson@jfcsaz.org. Donations may also be made securely online at www.jfcsaz.org. The Jewish Federation has posted an FAQ on its home page to explain the situation. Visit www.jewishphoenix.org to review it.



Max Avalon (left) and Murray Cohen (right) lead the Ha-Motzi, the blessing over the bread before the meal, at the Center for Senior Enrichment.

● Help Save Vital Services

Following is a testimonial from a participant at JFCS’ Center for Senior Enrichment, which is facing elimination due to a shortfall in funding from the Jewish Federation of Greater Phoenix:

“I am 78 years young, and I find JFCS to be very important for me. One of its branches, The Center for Senior Enrichment, became like my second home for the last four years, and who knows how many more years... People need people, and together they function [healthfully]. I can vow to it. We Jews pray daily that we must not be forsaken at old age. We pray to God that we still have fruit to contribute to our vast world. So we ask the kind contributors to support JFCS for many years to come.”

– **Max Avalon**
Center for Senior Enrichment participant

● JFCS Opens New West Side Clinic, Moves Mesa Location

Last fall, JFCS launched new adult Behavioral Health services in the Avondale area as part of a contract with Magellan Health Services, the Regional Behavioral Health Authority, to meet increased demand. The staff was hired with the expectation that they would deliver approximately 75 percent of their services in the community going directly to clients' homes for counseling and therapy.

Many clients in the far southwest Valley lack access to reliable transportation, so this delivery method makes sense and is the most effective way to reach them. JFCS' new Avondale Clinic plans to open its doors in mid-January.

JFCS also recently moved its Mesa location into a larger office space that will provide a better environment for both clients and staff. **The new address is 1255 W. Baseline, Suite B-258, in Mesa.**

● JFCS Behavioral Health Programs

JFCS' core Behavioral Health programs and services include:

- Adolescent and adult substance abuse counselings
- Child, youth and adult outpatient mental health services
- Life coaching for at-risk teens
- Transition assistance to youth exiting foster care
- Psychiatric care and medication monitoring for children, youth and adults
- HIV/AIDS services
- Community information and referral

Cover Story • Coping with Life

"JFCS accomplishes this with the help of an excellent clinical staff comprised of skilled therapists, clinicians, nurse practitioners and psychiatrists," says Mark Callesen, M.D., Chief Medical Officer at JFCS who has been with the organization for the past decade.

Callesen and a staff of more than 200 at the five JFCS Behavioral Health clinics across the Valley have been making a difference one person at a time by providing counseling, life coaching, psychiatric care and medication monitoring, as well as community information and referrals.

Funding Challenges

JFCS' Behavioral Health programs and services make up nearly 70 percent of the organization's annual expenses. In fiscal year 2010, Behavioral Health expenses totaled nearly \$15 million, which was supported primarily by funds from Magellan Health Services, the Regional Behavioral Health Authority.

As expected, the difficult economic times have severely impacted the state's Behavioral Health system. All state-only funding for adults has been eliminated and Title 19 funding covers the Medicaid population. JFCS receives limited federal funding in the form of block grants.

"We have seen a 30 percent increase in the number of people eligible for Medicaid over the past 18 months statewide," Whitfield says. "This means that our services are needed more than ever as people are facing the loss of their jobs and homes and having their living situations turned upside down."

Meeting Increased Demand

Last year, Magellan Health Services contracted JFCS to meet the increased demand for adult mental health services in Central Phoenix and the West Valley. As part of the contract, JFCS is required to see a client within seven days of a call and schedule a doctor's appointment within 23 days following the initial intake appointment.

As part of this agreement, JFCS opened two new adult-only clinics, one on 7th Street in Phoenix and one in Avondale, to serve the populations most in need. Because the far southwest Valley is chronically underserved and lacks reliable access to transportation, JFCS staff members are delivering many Behavioral Health services, such as counseling and therapy, in the community by traveling directly to the client. This is an innovative delivery method that JFCS hopes to expand.

"The next couple years are going to be really tough because of the economic climate we've been dealing with," Whitfield says. "The community needs to know that JFCS provides very valuable services to people of all ages facing difficult circumstances."

For locations of the JFCS Behavioral Health Clinics please check online at www.jfcsaz.org.



Kim Ballein, Co-Director of JFCS' Glendale Behavioral Health Clinic.

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Helen Korrick with Susan Shaffer Nahmias

Making a Difference

This is just a note to express appreciation for the professional and effective help that we have received at your clinic in regard to my son.

The past six months of counseling and help that have been provided by your therapists and staff have been wonderfully effective. They have followed through on the plan we jointly developed to help my son focus better and show more attention to positive behavior. The results have manifested into more progress than we had seen in the previous few years. He has gone from failing in most of his classes two years ago, to reporting top grades of As and Bs for the past two grading periods.

His interactions with other children at school have shown a significant drop in negative reporting from his teachers; in fact, I cannot remember the last time an incident happened. This is a remarkable change from our previous experiences of weekly reports of misbehavior.

My son often mentions his therapists' names and he will ask us when his next meeting with them will be. The meetings in the professional offices, school and at our home have been a blessing.

Thank you again!

The Johnson Family*

**Name has been changed to protect clients' privacy.*



Special Thanks *Family Friends of Distinction*

**A Society of Special Friends of
Jewish Family & Children's Service**

We thank and recognize our most generous group of donors, our *Family Friends of Distinction*, who have made significant commitments to JFCS. Lifetime Membership is extended to individuals, corporations, and foundations whose generosity over time reaches, or exceeds \$25,000, while Annual Membership is extended to those who make a commitment of \$1,000 or more annually.

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Family Champion

Gifts of \$50,000+

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** Of blessed memory*

*If we have incorrectly listed your name or if we overlooked your gift, we apologize. Please contact Jessica Junis-Green at (602) 567-8305 to request a correction. For more information on how you can become a *Family Friends of Distinction* member, please contact Frank Jacobson at (602) 567-8329. Contributions may be made via our website at www.jfcsaz.org.*



(Back row) Michael R. Zent, JFCS President & CEO; Gina Harper, Program Director, Real World Job Development; and Linda Scott, VP of Child & Family Solutions; (front row) Carol Peden Schilling, Trustee; Frank E. Russell, Trustee Chairman; and Nancy M. Russell, Trustee.

Pulliam Trust Provides \$65,000 Grant

The Nina Mason Pulliam Charitable Trust announced \$1.3 million in grants to 21 Arizona non-profit organizations in November 2010. JFCS' Real World Job Development program received a \$65,000 grant to assist 20 current or previous foster care youth, ages 14 to 21, with learning or emotional disabilities. This program will enable them to receive hands-on job training and experience gainful employment. Grant recipients gathered at the Cutler Plotkin Jewish Heritage Center for a reception with the Trust's Trustees and staff while also enjoying *JFCS' 75 Years: Helping and Healing* exhibit, which was on display at the Center.

Schwartzberg Honored for 30 Years of Service

This fall, JFCS celebrated Ellie Schwartzberg's 30 years of dedicated service to the organization. Ellie serves as Vice President of Older Adult Services and Jewish Community Services. Current JFCS employees and board members, former employees and volunteers who have worked closely with Ellie came together to honor her. The highlight of the evening was Ellie's surprise to see her daughters and family there also to share in this special occasion.



Left to Right: Daughter Janet Robinson, Ellie Schwartzberg, Granddaughter Sidney Falco, daughter Beth Falco

Shelter Without Walls Receives Trends Award

Trends Charitable Fund recently named JFCS' Shelter Without Walls domestic violence program as one of its 2011 grant recipients. The program will receive a \$35,000 grant and will be featured in a future issue of Trends magazine. For nearly three decades, the Trends Charitable Fund has provided more than \$3.5 million in grants to programs supporting women, children and their families in need in Maricopa County. For more information on the Trends Charitable Fund, visit <http://tcf.brandarchitectsinc.com/>. For 2011, the program will be re-named Shelter Without Walls Trends Domestic Violence Assistance Program in their honor.



Friends of the Family guests at Renegade Canteen for Cooking & Caring.

Friends of the Family Cook for a Cause

Friends of the Family raised more than \$900 worth of grocery gift cards at its "Cooking and Caring" event. The grocery gift cards were given to foster-care teen participants in the JFCS Real World Job Development program. Nearly 80 guests enjoyed a cooking demonstration with Chef Robert McGruff at Renegade Canteen in Scottsdale and also learned more about the challenges that foster-care teens face as they become young adults from Gina Harper, Director of the Real World Job Development program.



Chef Robert McGruff, Renegade Canteen, demonstrates cooking techniques for Friends of the Family.



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• SAVE THE DATE • March 2, 2011

A Brighter Tomorrow

Providing care, help and healing to those in need

**2nd Annual
A Brighter Tomorrow Luncheon
Cummings Great Hall • Phoenix Art Museum**

Mark your calendars and please join us for the 2nd annual A Brighter Tomorrow luncheon, which will be held at the Phoenix Art Museum on March 2 from 11:45 a.m. to 1:15 p.m. At the inaugural 2010 luncheon, more than 250 friends and guests learned about the impact of JFCS on our community and heard first-hand stories from people whose lives have been transformed through JFCS services.



If you are interested in sponsoring or attending this annual fundraising event, please contact Carrol Gottfried at 602-567-8313 or carrol.gottfried@jfcsaz.org.