JEWISH COMMUNITY CENTER OF GREATER ORLANDO

At the start of 5774, the Jewish Community Center of Greater Orlando embarked on a new chronological chapter—having just celebrated our 40th anniversary. And while the number 40 has major significance in Judaism, perhaps even more important in Jewish tradition is what comes after 40.

After submersing oneself in a mikveh ritual bath of 40 measures of water, one becomes spiritually pure.

After a biblical storm that lasted 40 days and 40 nights, the world became rid of evil.

After 40 days on Mt. Sinai, Moses returned with the Torah and made the Jews G-d’s people.

After the Jewish people wandered in the desert for 40 years, they reached the promise land.

And after the JCC of Greater Orlando celebrated its 40th anniversary, we emerged into a year of incredible growth, as we:

• Raised $363,000 from 88 donors to renovate our Maitland location through the Roth JCC Renovation Project
• Announced the reorganization of our two JCC locations, in Maitland and Southwest Orlando, to become independent non-profit organizations in 2015
• Significantly increased enrollment in Maitland’s Richard S. Adler Early Childhood Learning Center (10% over last year), and in Maitland’s Camp J program (16% over last year)
• Achieved accreditation at the Rosen Campus Early Childhood Learning Center by the National Accreditation Commission for Early Care and Education Programs
• Increased enrollment in the J University After School program at our Rosen Campus by 33% and by 31% at the Maitland Campus
• Successfully hosted our community-wide Israel Independence Day Celebration at the Roth JCC, strengthening our role as a community hub
• Recognized in the preschool category in Orlando Magazine’s Best of Orlando issue

We look forward to another year of these positive trends and incredible growth, as we continue to fulfill our mission of building community, strengthening family life, and promoting Jewish values. We plan to:

• Implement a renewed effort to strengthen our current portfolio of core programs and operations such as early childhood education, summer camp, after school programs, fitness, sports and membership.
• Enhance board leadership to strengthen the JCC’s role in the community and enhance philanthropic opportunities.
• Continuously invest in and maintain our facilities to optimize customer satisfaction, utilization, and mission impact.

Here’s to life after 40!

RONNIE BITMAN
David Wayne, Executive Director

THE MISSION OF THE JEWISH COMMUNITY CENTER OF ORLANDO IS TO BUILD COMMUNITY, STRENGTHEN FAMILY LIFE, AND PROMOTE JEWISH VALUES.
The last bolt was tightened at the Richard S. Adler ECLC courtyard playground as we completed the Roth JCC Renovation Project which started in the spring of 2012. Over $363K raised from 88 donors. In addition, a loan from JCC partner Jewish Capital Alliance was secured to support the project.

New Cybox strength equipment added in the Fitness Center. The outdoor pool is now heated and enjoyed by the Fast Lane competitive swim team, Special Olympics, scuba classes, water polo program, and plenty of “happy” first-time swimmers enjoying their private and group lessons.

Bruce Gould is honored at the J Ball which incorporated a Vegas theme and “celebrity” lookalikes including Elvis, Marilyn Monroe and Vegas showgirls. The event also featured the 10th Annual Bruce Gould Poker Invitational and raised nearly $200,000 for the JCC’s Marvin and Bonnie Friedman Scholarship Fund.

More than $5,000 raised in honor of JCC employee, Ei Bercovici who retired after 32 years of dedicated service. The indoor basketball courts are named in his honor.

20% increase in JCC membership. All enjoy the value-added programs and services including family programs, 40+ group exercise classes, adult enrichment classes, new specialty camps and sports leagues.

Club Tayarim is created as a partnership between the JCC and BBYO, open to 6th through 8th grade students to provide social, Judaic and community service programs within the Greater Orlando community.

Maitland
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- Club Tayarim is created as a partnership between the JCC and BBYO, open to 6th through 8th grade students to provide social, Judaic and community service programs within the Greater Orlando community.
- Eric Lightman is hired as the JCC’s Marvin and Bonnie Friedman Scholarship Program Director.

Southwest Orlando
- Through preschool director Brenda Sher’s leadership and hard work, our Rosen Campus preschool awarded national accreditation through The National Accreditation Commission for Early Care and Education Programs. As an accredited center, the Early Childhood Learning Center has been recognized as a program that exemplifies excellence in the care and education of young children.
- Preschool, J University after school program and summer camp enrollment continues to be on the rise and membership grows to more than 500 units, and talks begin with Mr. Rosen about a facility extension.
- Eric Lightman is hired as the program director. Eric was the JCC Maccabi Games Director at the JCC in Rockland, NY and a former Teen Services Director at the Weinstein JCC in Richmond, VA. He is a JCC Association Graduate Scholar and a Teen Merrin Fellow.
- It’s another great year for special events. Over 130 people attended the Afternoon of Music & Comedy II show featuring Suzie Cruz (singer) and Larry Larkin (comedian); over 250 attended J-Fit, several hundred attended Theatre South productions, over 1000 people attended the 5th Annual Winter Festival (with real snow) and 1200 people attended the 5th Annual Taste of the J.
- The 100 People Who Care campaign (funds to assist with operations) has raised $185,000 from 62 donors.
- Mr. Rosen contributed $300,000 to the Rosen Campus to assist with the campus operations.
- AGENCY-WIDE
  - JCC board of directors begins serious discussions about the reorganization of its two campuses. The plan is for the 40+ year-old Roth JCC in Maitland and the 5 year-old JCC on the Jack and Lee Rosen Campus to become separate 501c3 agencies in 2015.
  - Jewish Federation and 11 of its donors contribute $5400 in support of the Summer Schlichim Program for summer camp at both JCC campuses.
  - The Jewish Community Center of Greater Orlando was honored with five prestigious awards at the JCCs of North America Biennial held in San Diego, California.
  - Honorable Mention for the Rosen Campus’ Women’s Multi-Faith Seder which we held a year ago, which brought together women from all faiths for an inspiring evening in celebration of Passover and freedom. That event was co-chaired by Candace Martin and Shoshana Buchanan.
  - Kol HaKavod Award, the second-highest honor in the competition, for “Torah Time” – a designated time during the weekly Shabbat celebration at Camp J at the Maitland Campus, when campers would present biblically themed videos they created with dramatic video, cantorial, PJ Mitzvah and camp director, Oscar, our camp director, oversaw this program.

Three awards were in the area of marketing. The first is also a Kol HaKavod Award, in the marketing plan category, for the Roth JCC’s 40th Anniversary Campaign. We also won two Zahav Awards, which is the highest award level attainable. The first was for the “Three O’Clock Throwbacks” campaign which featured daily 3 p.m. posts of history. JCC photos on the Jewish Community Center of Greater Orlando Facebook page, in honor of our 40th anniversary. Facebook fans commented, tagged, and shared the photos, resulting in reconnections of old friendships between current and past JCC members. The final Zahav Award was won in the Push Media category of the Zahav marketing awards, for its “We Need Funds” music video, which debuted at the J Ball fundraiser in 2012. The video, which parodied the popular song “We Are Young,” featured JCC leaders, David Wayne, Bonnie Rayman, Carol McNally and Brenda Sher as lead vocalists, and was produced by JCC piano teacher, Eric Levine and marketing director, Amy Schwartz.

2013-2014 BOARD OF DIRECTORS
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AWARD WINNERS
Each year our Board of Directors votes on our most outstanding programs, volunteers, and leaders for their contributions toward our mission of building community, strengthening family life, and promoting Jewish values.

Maitland
- INNOVATIVE PROGRAM
  Twelve24: The Party of the Year for Jewish Young Adults & J-Lunch: Professional Networking Series
- VOLUNTEERS OF THE YEAR
  Es Cohen, Rhonda Forest, & Lynn Minkow (J Ball chairs)
- LEADERSHIP AWARD
  Kelly Gegerson

Southwest Orlando
- INNOVATION PROGRAM
  Dancing with the J Stars
- VOLUNTEER OF THE YEAR AWARD
  Susan Flower
- LEADERSHIP AWARD
  Scott Richman

HIGHLIGHTS FROM THE 2013-2014 YEAR

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