Jewish
Big Brothers Big Sisters
of Los Angeles

Changing our Community, *Little by Little*

A Year in Review 2014
“My Big Brother is not only a role model, but he’s my best friend!”

Alan age 14
Mission Statement:
The mission of JBBBSLA is to help children achieve their full potential by participating in innovative, effective programs that facilitate lasting mentor relationships and support positive youth development.
As we enter our 100th year as an agency, our motto will be “this is only the beginning”. It’s a time to celebrate our programs’ sustainability and move toward a future of serving an increasing number of children.

Whether we are serving a child at camp whose family suffers from financial limitations, or providing a mentor for a child in need of support and guidance, our programs share a common denominator: They provide vulnerable youth with needed role models in safe, engaging and empowering environments. Children in our programs have a wide range of social and emotional and/or other challenges. Such challenges are successfully mitigated every day, thanks to our donors, community partners, staff and volunteers.

What a journey it has been since my arrival in 2011. We are very proud of our solid organization, talented staff, board participation, financial stability, and programs that have stood the test of time – for 100 years. Bottom line: JBBBSLA has never been stronger, had a bigger impact in the community, or brought so much innovation to its programs and services.

I wholeheartedly thank our incredibly dedicated and generous Board of Directors, the many donors, and the dedicated volunteers and partners that have made this all possible. Together, we have created sustainable programs that are helping thousands of children and families each year. Now, it is time to focus on scalability.

In 2015, through new relationships with communities previously underrepresented, we will be serving greater numbers of youth from the Persian, Israeli, Russian-speaking and LGBTQ communities. We also will launch our new eMentoring program, using technology as an adjunct to traditional mentoring. This will enable us to attract busy professionals as well as those children and adults whose traditions limit their availability, and also will enable relationships to continue with professional support as youth transition to the college years.

At Camp Max Straus we will be expanding upon our current activities with the LEAP Adventure Course including a Zipline and low ropes obstacle courses. The camp will also feature a new, fully-equipped learning kitchen to complete the full garden-to-table experience that began in 2012 with the construction of an amazing greenhouse and healthy eating program. Dreams will continue to come true as we provide free camp experiences to underserved communities throughout Los Angeles including children who are homeless, in foster care or in domestic violence shelters.

So yes, we turn 100 next year – but it’s only the beginning.
A Tribute to Dan Rosenson

Dan Rosenson is a person who makes a difference. He always celebrates life, cherishes his wife, family, and friends, and is a role model in his humanitarianism. This is evident in the impact he has made on JBBBSLA as our Board Chair for the past three years.

It would be impossible to sum up all that Dan has done for our agency in just a few paragraphs. He has been a devoted leader, friend, mentor, and advocate to all of us at JBBBSLA. With Dan’s support, JBBBSLA is better positioned than ever before in the community and is bringing positive change to the children and families we serve. We are healthy, strong, and sustainable, thanks to Dan’s resolve to hire new staff, foster their success, and create a welcoming work culture. As Randy Schwab, our CEO, says, “Dan has been an incredible mentor to me. His support and friendship for the past three years have been invaluable, and I owe a great deal of gratitude to him and his family.”

Dan’s tenure as Board Chair may be ending, but his footprint is deeply imbedded in our foundation. In addition to serving on the Board, Dan has spearheaded the renovation of our camp facilities, expanded the infrastructure of camp, helped raise funds for our mentoring program, and helped guide us in our goal to help more children.

Dan is truly a pioneer. His tenure as Board Chair has been an incredible journey, and he has inspired all of us at JBBBSLA. Thank you, Dan!
Anna Fox, proud mother of Ian.

I am very grateful for Ian’s accomplishments, but our situation was not always like this. Even though I understood that my divorce was necessary, I could never have anticipated the extent and the depth of the fallout that my children, and in particular, my son, would experience from it. It was during middle school that my son’s behavior took a downward turn. In 7th grade Ian was getting into fights, was suspended twice from school, was a terror to his math teacher, and was getting D’s and F’s. It was very humbling for me to realize that, as a mother, I could not meet all of my son’s needs. It was then that I reached out for help and a friend suggested that I look into Jewish Big Brothers Big Sisters of Los Angeles.

We had no idea what to expect when we arrived at JBBBSLA to meet Ian’s Big. We were both nervous. Within the first minutes of meeting Craig I was touched by his kindness and willingness to mentor my son. Ian and Craig hit it off immediately and quickly found things they had in common. While walking back to the car, Ian was enthusiastically telling me what they talked about and what he liked about Craig and I was counting my blessings. I witnessed the profound effect that Craig has had on Ian when he was writing his personal statement essays for his college applications. The first essay discussed the effects of the divorce on Ian’s life. The final essay had evolved into a realization about himself that he had with Craig. Initially Ian wanted Craig to really like him and thought he had to “edit” himself by showing a more sanitized version of himself, his boy-scout side. But over time, Ian began to feel that Craig accepted and valued all of him and he learned to honor his whole self and approach others with an open mind.

Today, Ian is a thriving junior at UC Berkley majoring in computer science. Ian is especially grateful to Craig, whom he says shared his curiosity and piqued his interest in technology. Thanks to JBBBSLA Ian receives a fully paid four-year scholarship from JBBBSLA and is pursuing his dreams of one day going to law school. I wholeheartedly want to thank JBBBSLA for believing in my son and helping him become the amazing young adult he is.
JBBBSLA PROGRAMS

Providing vulnerable youth with needed role models in safe, engaging and empowering environments

Community-Based Mentoring Program
Our traditional mentoring model where 275 Jewish adult “Big Brothers and Big Sisters,” are providing one-to-one mentoring to 275 underserved Jewish “Little Brothers and Little Sisters,” ages 6-18. The goal next year is to serve more than 300.

Site-Based Mentoring
Provided adult mentors to 21 adults with special needs living in a residential group home. Next year we plan to launch “Bigs for Sibs”, a program in partnership with the Friendship Circle to provide mentors for siblings of children with special needs.

JBBBSLA Scholarship Program
This year we offered financial assistance to 31 select, motivated, graduating Little Brothers and Little Sisters to support their pursuit of higher education.

Our very own “Little” sister, Emma, is one of the new faces of the “I am the Federation” Campaign.
JBBBSLA Accomplishments

**Meaningfully Matched**
Our Average Match Length is 35 months compared to the national average of 21 months

**Serving a Diverse Population**
30-40% increase in the number of new matches in each of the Persian, Russian and Israeli communities and success in partnering with the LGBTQ community.

**Fulfilling Dreams for Higher Education**
Our donors helped make dreams of higher education possible for 31 program alumni with three young adults receiving “full-ride” scholarships to cover the entire cost of college.

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014 Year End</th>
</tr>
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<tbody>
<tr>
<td>Inquiries</td>
<td>218</td>
<td>241</td>
<td>275</td>
</tr>
<tr>
<td>Children Served</td>
<td>46</td>
<td>58</td>
<td>66</td>
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<tr>
<td>Matches Made</td>
<td>231</td>
<td>239</td>
<td>248</td>
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</tbody>
</table>

Our **44 percent increase in matches** over the past 3 years are a result of our target outreach to previously underserved communities. This outreach has led to a **27% increase in mentor inquiries**.
JBBBSLA IMPACT AND PARTNERS

General Outreach:
- The Jewish Federation
- Moishe House
- Young Jewish Professionals LA
- Masa Israel Journey
- Synagogues
- Jewish Community Centers
- Jewish Day Schools

Persian Community:
- Iranian Jewish Federation
- Nessah Synagogue
- Eretz Cultural Center

Israeli Community:
- Israeli American Council
- Israeli Scouts/Tzofim
- FiDF
- American Friends of Magen David Adom
*Efforts coordinated by part-time Outreach Specialist

Orthodox Community:
- Mexikosher “Top Chef” Contestant
- Chabad
- Day Schools
- High Schools

LGBT Community:
- Congregation Kol Ami
- Beth Chayim Chadashim
- JQ International
*Efforts coordinated by part-time Outreach Specialist

Russian Community:
- Jewish Agency for Israel
- Genesis Philanthropy Group
- RuJuLa

Special Needs Community:
- Friendship Circle
- HaMercaz
- Vista Del Mar
My name is Jared Nunes and I am seventeen years old. My experience at Camp Max Straus started when I first came to Camp Max Straus as a Counselor in Training and then when I backpacked to the High Sierra’s with the Witherbee Backpacking program.

When I was 12, my father abandoned our family. It was a very difficult time for my mother, younger brother and me. Learning to be the “man of the family” was a huge challenge. I lacked the confidence. But when I turned 15 and heard about Camp Max Straus I made a commitment to myself and my family that I needed to implement change – that was where my journey began.

I came in as a shy, insecure, weird teenager. Right from the start, I knew I was a part of something truly meaningful in my life. The energy and laughter were contagious. I immediately fell in love with Camp Max Straus. As a Counselor in Training, the camp is a place where I can be myself and have pure fun, while knowing that I am making a difference in other kids’ lives. Further, my experiences at camp give me an increased sense of confidence and inspire me to do more for myself. It really changed me and who I am today. Camp Max Straus and what it stands for sparked a passion in me that I could have never discovered anywhere else.

Now that I look to my future, my main goal is to have a career where I know that I am helping people and making a difference. I hope to go to a university in the next year and study medicine, and then we’ll see where it goes from there. Thank you for your support… I am so blessed to be a part of a place where memories are made and futures are bright.
Camp Max Straus, a non-sectarian, overnight summer camp served 936 children, ages 7-15, from low-income families living throughout Los Angeles County.

Team Max Straus, a weekend mentoring program, provided in-depth sports and arts activities to 251 children, ages 7-15.

Kibbutz Max Straus provided a Jewish cultural camp experience incorporating Jewish values, culture, and traditions into camp activities to 803 Jewish youth ages 7-15.

The Witherbee Wilderness Backpacking Program, in partnership with Outward Bound, provided 70 teenagers, ages 13-17, the opportunity to experience a four-day backpacking trip in the Sierra Nevada Mountains of California.

Arnold S. Nelson Scholarship Program provided financial assistance to 19 graduates of the Witherbee Wilderness Backpacking Program to facilitate college opportunities.
CMS ACCOMPLISHMENTS

More than **1,600** youth served an increase of **90%** since **2011**

<table>
<thead>
<tr>
<th>Team Max Straus</th>
<th>Kibbutz Max Straus</th>
</tr>
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<tbody>
<tr>
<td><strong>251</strong></td>
<td><strong>290</strong></td>
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<tr>
<th>Witherbee Backpackers</th>
<th>Camp Gesher</th>
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<tr>
<td><strong>70</strong></td>
<td><strong>75</strong></td>
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<tr>
<th>Overnight Campers ages 13 - 15</th>
<th>Scholarship Recipients</th>
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<td><strong>156</strong></td>
<td><strong>19</strong></td>
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<table>
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<tr>
<th>Overnight Campers ages 7 - 12</th>
<th>Counselors In Training</th>
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<tr>
<td><strong>780</strong></td>
<td><strong>40</strong></td>
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</table>

Thanks to the support of the **Jay and Rose Phillips Family Foundation** we now have a Computer Lab on campus providing 20th century computer and software instruction to our campers.

Thanks to the generosity of the **Brucker family** we have built **Aunt Marion’s Kitchen** – the perfect setting for educating our youth in gardening, harvesting, and cooking healthy foods from our own greenhouse.

We received the coveted **Nonprofit Security Grant**, a government grant that will provide additional security measures to Camp including gates, security cameras, additional lighting and more.

**100%** of financial assistance, up to “free camp,” to anyone who demonstrates the need.

**0%** of children are turned away because of an inability to pay.

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**CMS Youth**
Outward Bound, the nationally known outdoor wilderness program, provided their expertise and curriculum to our 70 Witherbee Wilderness Backpackers, ages 13-17. **42 children** from the LAUSD Homeless Unit, Salvation Army, Imagine LA and Good Shepherd domestic violence shelter experienced an incredible week at Camp **for free**. **48 foster youth** from Bienvenidos, CASA, United Friends of the Children, Foster Care Counts and Trinity Family Services experienced Camp for free thanks in part to funding generously provided by the Anthony and Jeanne Pritzker Family Foundation. Our Community Connection Project provided **50 youth** from six elementary schools in the Watts community an opportunity to attend Camp for free.

**Camp Max Straus Growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Children Served</th>
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<tbody>
<tr>
<td>2011</td>
<td>1,185</td>
</tr>
<tr>
<td>2012</td>
<td>1,188</td>
</tr>
<tr>
<td>2013</td>
<td>1,374</td>
</tr>
<tr>
<td>2014</td>
<td>1,505</td>
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**Legend:**
- **CMS**
- **WITHERBEE**
- **TEAM MAX STRAUS**
- **KIBBUTZ MAX STRAUS**
- **TEEN**
Thank you to our amazing donors. Together, we are impacting the lives of thousands of children and families every day.

$100,000+
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Roger Blum Richman Trust
Marion Brucker Trust
Genesis Philanthropy Group
Jewish Federation Council of Los Angeles
Amy Phillips Charitable Foundation
Toby and Bob Waldorf

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