

# Jewish Family Services



Building Capacity  
to Make a Difference

2010 Annual Report to the Community



# Jewish Family Services

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2011-12  
Board of  
Directors:

President:  
Lewis Wasel

Vice President:  
Mike Alpern

Past President:  
Rabbi Daniel  
Friedman

Treasurer:  
Judi Card

Directors:  
Bob Gliener  
Terry Karpman  
Netta Phillet  
Tulane Rollingher  
Robert Wood  
Ken Wasserman  
Mel Wyne

Dear Friends,

On March 22, 2011, Jewish Family Services held its Annual General Meeting.

As incoming president, it is my distinct pleasure to share with you the following document. The 2010 annual report "Building Capacity to Make a Difference" was presented that night to:

- profile the wide range of social programs and human services we provide to assist residents of the greater Edmonton area.
- provide highlights of our agency's activities during the past year.
- share phase one of the Board's 5-year strategic plan.
- recognize our funders, donors, partners and volunteers.

As directors, we feel JFS has accomplished significant things in the past 12 months of which our community needs to be aware.

So we send this with the hope that you will access services of benefit to you and those you care about or refer others who might not know how we can be of assistance.

We also hope that you choose to support our efforts in the community by making financial gifts and/or volunteering time.

I look forward to working with Team JFS with great excitement this coming year.

My thanks, too, go out to Rabbi Friedman for the tremendous leadership he provided throughout his term.

Shalom!

Lewis Wasel  
President

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# Our President...



## President's Message 2010

Just as 2010 began, we adopted the first part of our new Strategic Plan.

In addition to affirming our current program offerings, we committed to increasing our capacity and competencies to sustain and expand needed services, collaboratively with others, and with excellence.

We have already made progress!

The Board played a lead role in the following areas:

### Fund-raising:

- Our Second Annual Family Day Stay-At-Home dinner was successful, raising just under \$10,000. By the end of the year, we were gearing up to grow this success with 2011's event.

- The National Council of Jewish Women presented a cheque for \$36,000 to support our programs. This represents, in part, not only the generosity of that group, but the solid, mutually beneficial relationship that our two organizations have built at the board level.

### Increasing profile:

- In April, Board members carried our message to five synagogues.
- In October, we took Jewish Family Services "On The Road". Our professional staff showed their expertise in mini-workshops on a variety of topics, letting people experience first-hand some of what we offer to people to deal effectively with the difficult challenges of ordinary life.

### Board effectiveness:

- Over the year, a thorough revision was made to the entire set of policies by which the Board guides the work of the agency, setting the stage for more disciplined and accountable governance.
- We hosted a student from the University of Alberta's Community Service Learning Board Internship program. As well as being a good experience for the intern, it has helped the board to reflect on its practices.

We have made progress in operational areas as well, where the Executive Director and staff have taken the lead.

Together we continue to strengthen Jewish Family Services' valuable role in both the Jewish and wider communities.

We also began developing the second part of our Strategic Plan which focuses on our priorities for any new initiatives. While in reality we respond to opportunities that arise as often as we develop new initiatives from “scratch”, this plan will keep us focused in areas that reflect the agency’s values.

As my term as President approaches its end, I want to again thank our committed and capable board members, whose work as a group, as members of our six committees, and as individuals, has made a real

difference in strengthening and leading the agency towards the accomplishment of our desired ends.

A heartfelt thank you also to our compassionate and skillful staff, who, under the excellent leadership of our Executive Director, Larry Derkach, help improve the lives of those who come through our doors each day.

Finally, our work would not be possible without the trust and support given in good measure by donors, funders and volunteers.

My sincerest thanks to everyone who contributed to our work this past year.

Together, the Board, the Staff and our many supporters are helping create the world we envision, where people care for and support one another in all the circumstances of life.



Rabbi Daniel Friedman





## Executive Director's 2010 Report

**T**wo foci commanded our attention in 2010: building on our strengths, and increasing our capacity to do more. These are among the priorities named in our new strategic plan.

For the most part, our growth has been incremental, with slowly mounting numbers of clients and some new program offerings.

Interestingly, we are doing more client work than ever over the telephone, and seeing more clients of First Nations and Jewish backgrounds.

We think this reflects our increasing profile in both the wider and Jewish communities, as well as the growing First Nations population in Edmonton.

Combined with the need for an infrastructure that can meet the ever increasing demands for

accountability information, this growth has placed capacity building at the forefront of our efforts.

The very successful Transforming Acculturative Stress Into Success program for immigrant women concluded due to lack of funding, despite the City of Edmonton (FCSS) offering a "bridging" grant to extend the time to search for more.

TASIS was independently acclaimed. We were invited to present it at an international conference in April, and the project designer/director received a RISE award for her work in May.

Still, a sustaining funder could not be found. This is indicative of a sector-wide development where many funders will support only short-term, innovative projects regardless of their achievement.

While this contradicts widely praised values of building on best practices and honing expertise, it also further motivates us to build our capacity to raise undesignated funds.

Even so, we have striven to ensure that learnings from the TASIS program will not have been lost. With another one-time grant from ECALA, received later in 2010, a modified version of the program, entitled Say Yes To Success, will be offered in 2011.

Some of our most effective work does not stand out, as do new projects.

In the Counselling, Edmonton Bereavement Centre, Community Support and Seniors Making Age-Related Transitions programs, clients benefit daily from experienced professional staff who have superbly developed skills.

Masters-level student interns inject fresh ideas, which deepen our skills, and allow us to contribute to the whole community's capacity. The first three programs are well supported by the few funders who do provide ongoing support, such as United Way, FCSS, United Jewish Appeal, JIAS and ECALA.

The SMART program has managed to stay alive with successive one-time grants and dedicated donors for the last six years.

At the same time, there are opportunities for creative approaches to meeting needs with volunteers and very few funds.

At year end, the launch of the Jewish Food Bank was imminent. Initiated and run by a volunteer in collaboration with Beth Israel congregation, and emphasizing supplying clients with grocery store gift cards over giving hampers, it will minimize the demand on inventory management and increase the dignity factor in service delivery.

We benefit from creative approaches in infrastructure support as well. In 2010 we became part of a cluster of six agencies who will share a human resources professional for three years, paid for and overseen by a



# Our ED cont...

group of funders who see that enhancing this aspect of the agencies' work will strengthen the capacity of the sector. We finally developed an online presence, launching our new web site in January. On it, supporters can make donations, and clients can make service inquiries and register for courses. The increasing number of "hits" affirms that it was time to do this.

Other high-tech ways of ensuring accountability will be afforded by a new and better data base for

service outcomes, initiated in 2010.

Upgrades to our donor database and automation of various related tasks is on the list for 2011.

This was beyond the abilities of our ancient computers, and in November, the Edmonton Community Foundation offered a grant to pay for more than half of a system replacement, to be completed early in 2011.

Also in that month, we received a Community Initiatives Program grant to pay for a fund development professional for two years. We hope that by the end of 2012 this position will be permanent and generating significant new dollars for our programming.

All this activity places demands on our office space. We acquired 50 per cent more floor area when we moved to our present office in 2006. Now we have days where we ask some staff to work at





home to make room for client services. With our lease expiring in 2011, we began in 2010 to explore remedies to the situation.

All this talk of capacity building has one end: to make a positive difference in the world by addressing the needs of the individuals and families who seek our help or guidance, both on our own and through our collaborative efforts with other service providers.

Alone, we can do nothing. We acknowledge with gratitude all who are part of this endeavour:

- compassionate, skillful staff.
- committed volunteer directors on the board.
- hard-working service volunteers.
- those who entrust us with precious resources- individual donors, funding organizations and service groups.
- our sister agencies, and
- all those who value our work and speak well of Jewish Family Services in their own circles.

A special thanks to our President, Rabbi Daniel Friedman, who spurs us to be bold and creative, with whom I have had the pleasure to share in the leadership of Jewish Family Services.

The names of donors, volunteers and funders appear in other sections of this booklet - please take a moment to read them.

A handwritten signature in blue ink that reads "Larry". The signature is stylized and fluid.

Larry Derkach

# Our Historical Journey...



Our Founder

## Our Past

**J**ewish Family Services in Edmonton owes its roots to volunteer efforts that took place within the Jewish Community from the 1930s and earlier.

The Jewish Welfare Society was formed in 1942 to formalize this community welfare work.

The impetus to incorporate came from wanting to foster greater professionalism. It was also driven by the desire to join the newly-founded Edmonton Community Chest (now United Way) and reduce the need for its own annual fund-raising efforts.

The Society was thus incorporated in 1955, and changed its name to Jewish Family Services in 1961.

**Clara Mintz**, of blessed memory, is widely regarded as our founder. A trained social worker, she was adamant that the informal efforts helping others within the community needed to be formalized.

She sought to ensure services were delivered with the highest standards of professional competency and accountability.

Over the past almost seven decades, many others have followed in Mintz' footsteps to

ensure those in need find the assistance that will enhance their lives.

Though originally set up to serve the Jewish community specifically, the agency has since its incorporation served the community-at-large in the Greater Edmonton area.

Many thousands of people have had experienced positive change in their lives as a result of our founder's vision and the tremendous dedication she modeled for our agency and community.

# Our Mission & Vision

Our mission statement and organizational values are expressed in a Hebrew phrase, “Tikun Olam”, which means restoring or healing a broken world.

We envision a world of economic and social justice; where individuals, families & communities care for and support themselves and one another.

To this end, we provide strength & support to individuals and families in need, in a manner sensitive to Jewish values.

## Our Present

Today, approximately 80 per cent of our clients are non-Jewish and representative of the diversity of the City's socio-economic mix.

Services are explicitly non-faith-based, however, we aim to have sensitivity to clients for whom Jewish culture and/or religion are important. And, we continue to partner with other organizations to invite greater participation by the Jewish community in service to the broader community.



# Our Leadership...

## Board of Directors 2010

### Executive

Rabbi Daniel Friedman - President  
Lewis Wasel - Vice President  
Barry Rosof - Past President  
Judi Card - Treasurer

## Our Committees:

### Community Relations

Netta Phillet  
Terry Karpman  
Rabbi Kunin  
Lewis Wasel

### Development

Rabbi Friedman  
Tulane Rollingher

### Executive Director Evaluation

Rabbi Friedman  
Terry Karpman  
Judi Card

### Finance

Judi Card  
Bob Gliener  
Robert Wood

### Governance

Michael Alpern  
Lewis Wasel

### Nominations

Rabbi Friedman  
Lewis Wasel

### Honorary Board Members

Adrian Albert  
Dr. Max Dolgoy  
Sam Fialkow  
Barry Goldberg  
Jane Karstaedt  
Eugene Pechet z"l  
Millie Singer

### Honorary Officers

Queenana Klein z"l  
Ruth Nolan  
Netta Phillet  
Ernie Schlesinger  
Millie Singer



## Members

Michael Alpern  
Ruth Coppens\*  
Judith Garber\*  
Bob Gliener

Norm Hanson\*  
Terry Karpman  
Rabbi David Kunin  
Netta Phillet

Tulane Rollingher  
Robert Wood

\* = completed  
term or left in  
2010.

## Our Staff

### Clinical Counsellors

Arthur Totman - BA, MSW, CSW, RSW  
Pearl Mindell - BA, MS, CSW, MSW, CJA, RSW  
Tina Kafka - MSW, RSW  
Jerry Rothenberg - BFA, DipPsych, DipHyp  
Rita Martino - L.M.F.T.

### Supervised Graduate Counselling Students

Jennifer Kruger\*  
Daisy Grossi  
Meena Ramaswamy - MC

### Edmonton Bereavement Centre

Linda Aris - RMT, RSW  
Sheri-Lee Langlois - BA, MEd, GDSC

### Community Support

Ernie Schlesinger - BA, BSW, MSW, RSW  
Jeni Adler-Magat  
Svetlana Pavlenko - PhD\*

### Seniors Making Age-Related Transitions

Rhonda Eidelman - BSc(N), BA

### Administration

Larry Derkach, BSc - Executive Director  
Martha Squire, BSc - Office Administrator  
Cecily McLaughlin - Receptionist\*  
Elizabeth Nett - Receptionist  
Karen Preston - Receptionist

\* = temporary or left during 2010

# Our Value & Values...

## Our Value to the Community

**J**ewish Family Services provides unique value to the community because we fill particular niches in the constellation of available services.

Due to our small size, we have evolved to focus our energies on filling specific niches. Our work involves extensive referral, collaboration and co-operation with other service providers.

One niche arises from our foremost responsibility to be attentive to the needs of the Jewish community in ways that wider community services may not be able.

This is particularly true where a Jewish cultural sensibility is a crucial component of service design and delivery.

Other niches arise from our response to the Jewish teaching that we have a responsibility to help others and contribute to the

healing and restoration of a broken world ("tikun olam").

Where we have developed particular areas of expertise, we offer those to the wider community, and build on those competencies.

## Our Beliefs

**O**ur approach to help and service is holistic and client-centred. We value the diversity that exists among those we serve, and resist making reproachful judgements about them. We believe:

- in the intrinsic value of every individual client and program participant.
- in everyone's right to make informed choices about their lives and our vocation to help them to do so... as far as we are able.



- that change often takes time and many tries; therefore we will not judge or turn away clients who return repeatedly seeking new chances to improve their lives.

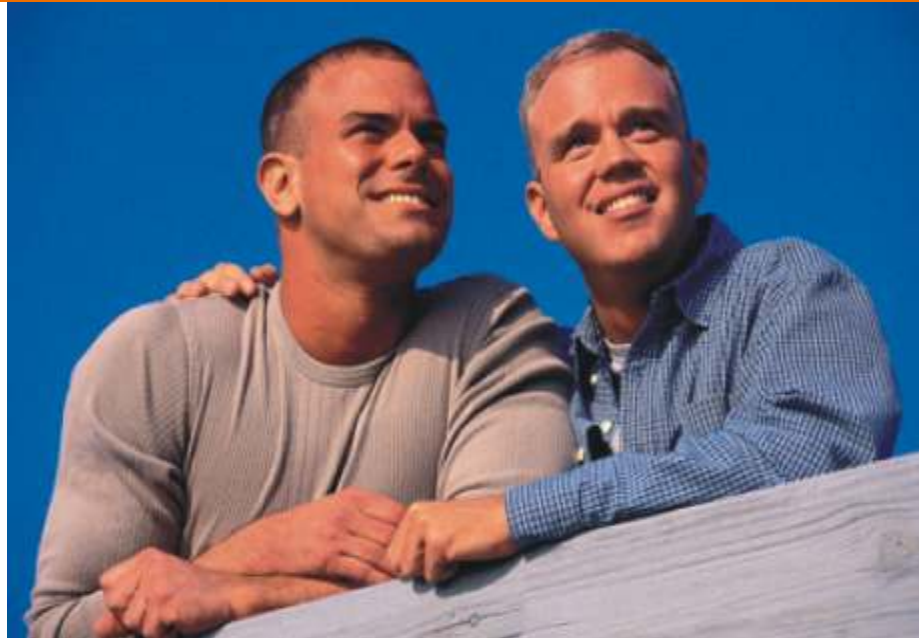
We are entrusted to use the power and advantage we have, as service providers, only in the clients/participants' best interest.

While we embrace a foremost responsibility to be attentive to the needs of the Jewish community in ways that wider community services may not be able, we also believe that what our shared humanity gives us in common is far more significant than what sets us apart.

# Our Services

We value high-quality programs & services that make a real and meaningful impact on peoples' lives. To deliver such services requires:

- hiring and retaining the best staff we can, and compensating them fairly.
- designing and running programs and services that use best practices and are evaluated for effectiveness.



- working together to maximize the synergies of different types of staff and volunteers.

# Our Workplace

We aim to ensure that the Jewish Family Services workplace is one which fosters the values stated above. Such a workplace has the following characteristics:

**A Happy, Safe & Healthy Place to Work** - we believe that our clients are best served by staff who enjoy their work.

**Caring & Respect** - we value each individual that is part of our team, and provide as much support as possible, without compromising the integrity of our work, to

ensure each person is working to his or her capability.

**Multidisciplinary Teamwork** - we understand and respect the different roles and contributions each staff person makes, and strive to work collaboratively for the best outcomes for clients.

**Participatory Decision Making** - while respecting the responsibilities that come with legitimate authority, we seek and provide input into the planning and decision making of one another within the organization.

**Freedom to Be Creative** - each staff person has unique ideas, gifts and perspectives in achieving the goals of their own jobs. We support staff members' well-considered suggestions for new activities and directions, and are willing to try promising new things despite a lack of certainty about their likelihood of success.

**Striving For Excellence** - we believe that something worth doing is worth doing as well as it can be done, within the limitations that may be imposed.

# Our Direction...



## Strategic Plan 2010 to 2015

In 2009, the Board of Directors began a review and planning process to establish a 5-year strategic plan to guide the governance, administration and direct service delivery activities from 2010 to 2015. We are proud to share Phase I here and we look forward to approving Phase II (which deals with new initiatives) in 2011.

The plan was adopted with the understanding that the agency's external environment will continue to change over time.

Our commitment to monitoring and evaluation may require alterations or amendments related to financial considerations or changing needs within our client base.

However, the Strategic Plan provides a framework of directions and strategies that will guide our operation for the coming years.

During the plan period, Jewish Family Services will continue to offer established programs and

services and will strengthen the capacity to sustain existing services and take on new strategic initiatives.

### 1. Lead bereavement support services

Jewish Family Services (JFS) will be the leading bereavement support service in the Edmonton area, each year directly providing:

- ➔ referral and information to 1,500 people,
- ➔ group support to 500 people, individual counselling to 50 people, and
- ➔ training and consultation to 50 people.

- A. Provide telephone support, assessment and referrals as needed.
- B. Counsel individuals and conduct facilitated groups for people who are grieving loss through death, targeted to specific types of losses as appropriate.
- C. Train professionals and volunteers to support those who are grieving.
- D. Provide support and skill building to people in workplaces where a death has been experienced.
- E. Give leadership through the Grief Support Providers'

Network in the development of best practices and in coordination of community-wide services.

- F. Explore new areas for supporting grieving people.

## 2. Support Jewish seniors with age-related transitions

JFS, working collaboratively with the Jewish Drop-In Centre, will provide customized outreach and support services to 150 Jewish seniors each year as they make

transitions in their daily lives as a result of aging.

- A. Assist seniors with selecting options for a change in housing, and with the planning and logistics of making the change.
- B. Arrange or provide transportation to appointments and other necessary trips.
- C. Coach seniors in understanding and following

their new medical and health regimes.

- D. Advocate for seniors' needs with other service providers they utilize.
- E. Advise community facility staff on the cultural needs of their Jewish senior clients.
- F. Facilitate family members' involvement for the optimal benefit of the seniors.



# Our Direction cont...

G. Strengthen seniors' connections in the community through the Jewish Drop-In Centre and by arranging and offering visitation.

3. **Maintain therapeutic counselling noted for accessibility to diverse cultures, income levels and individual needs.**

JFS will provide in-depth counselling to 450 clients each

as age, gender or type of issue- to deal with life's obstacles together under the guidance of a therapist.

C. Deliver appropriate sensitized counselling to specific cultural communities, such as Jewish, Aboriginal, hearing impaired or GLBTQ.

D. Assess and refer people to other community services.

B. Provide direct relief and budget planning services to people in financial distress.

C. Help newcomers to Canada facing complex challenges overcome barriers to successful resettlement.

D. Guide immigrant professional women to find meaningful interests and a gratifying place in Canadian society.



year with a customized approach, welcoming all to a comfortable setting regardless of their ability to pay, and help 75 clients each year to find more suitable professional help.

A. Counsel individuals, couples, families and children to overcome the obstacles to well-being.

B. Guide people in small groups- defined by commonalities such

4. **Broker connections & provide customized services for people with complicated life circumstances.**

JFS will help 200 people each year to identify, find and take part in services that meet basic needs and offer connections to community.

A. Provide individual advocacy to ensure vital services are accessed.

E. Facilitate Jews seeking connections to build a sense of community with one another and within the Jewish community.

5. **Administer Jewish scholarship programs.**

JFS will provide skillful, unbiased financial assessment on behalf of Jewish community organizations that offer means-tested subsidies.

A. Assess finances of families seeking subsidies with Jewish day schools, camps, and synagogues.

B. Manage the Sigma Alpha Mu scholarship program for

Jewish students attending the University.

C. Respond to increased scholarship service requests from the community.

#### 6. Provide support to Holocaust survivors.

Jewish Family Services will help survivors to obtain supports and compensation to which they may be entitled.

A. Assist with compensation program applications.

B. Provide counselling and practical assistance.

#### 7. Increase the agency's capacity to sustain and expand services and support new initiatives.

JFS will develop and enhance existing and new competencies and infrastructure that will position the agency to implement new programming and increase collaboration with other organizations.

A. Develop capacity for volunteer engagement and support.

I. Assess the match between volunteer interests and agency needs.

II. Commit resources to developing and managing a volunteer program.

B. Enhance board effectiveness.

I. Implement regular policy review.

II. Implement regular board self-assessment.

III. Implement development plans based on assessed needs.

C. Increase profile in Jewish community.

I. Solicit speaking engagements.

II. Be represented at community events.

III. Use web site and social networking as methods for clients, volunteers, supporters and partners to interact with the agency.

D. Enhance higher level management capacity.

I. Create executive assistant position.

II. Explore shared infrastructure with other agencies.

III. Ensure routine and emergency Executive Director backup.

E. Ensure adequate space for offices & programming.

I. Assess current and future space needs.

II. Assess options and take action to secure necessary space.

F. Raise funds to support increased agency services and capacity.

I. Develop & implement comprehensive annual fund raising plans.

➔ Grow the Stay-At-Home Dinner event.

➔ Increase grant-seeking capacity.

II. Consider options related to endowment funds.

G. Monitor progress, identify new opportunities, and update the strategic plan annually.

# Our Programs...



## Counselling Highlights

Our clients comprise well-off and poor, mainstream and minority, singles and families of every configuration. In 2010, we continued working at full capacity seeing a wide variety of people from every corner of our community.

We are able to offer the highest level of clinical counselling service, with the expertise and deep experience bases of our professional consultants: Tina Kafka, Pearl Mindell, Arthur Totman, Jerry Rothenberg and Rita Martino.

Our staff was also augmented in 2010 by the participation of two interns completing their Masters Degrees in Counselling Psychology.

A sliding fee scale for those with greater financial needs is possible, in part, because of generous support received from the United Way and the United Jewish Appeal.

However, our budget was taxed this past year by a sharp upturn in the number of Aboriginal clients with very limited incomes. Many of these clients are without treaty-status that would enable

re-imbusement for the hours of counselling delivered.

Over 50 individuals of First Nations or Metis descent were served in 2010.

Our counselling staff has also seen significant increases in the number of Jewish teens and young adults seeking assistance during the past twelve months.

The numbers have almost tripled and staff noted that for the first time, numerous referrals were made by Rabbis in the local community.

Continued pressures of a slowly recovering economy continued to shape the issues of clients coming for practical assistance and for therapeutic support.

We have seen greater numbers of young people with dashed hopes. Often they need help to re-evaluate their self-image and make wholesome life choices. Financial woes have strained people's relationships too. This has been particularly prevalent among unemployed immigrants who suffer lost hope and degraded confidence in the struggle to financially support themselves and their families. Various circumstances make

some people more fragile and some more resilient. This makes the therapeutic journey different for each person.

As there are often both deep-rooted emotional and practical aspects, our therapists and community support staff have collaborated with many of these clients to



develop holistic approaches to their problems.

### In 2010

- 502 individuals received therapeutic counselling.
- 73 individuals were assessed and referred to a more appropriate service.



# Our Programs...



## Edmonton Bereavement Centre Highlights

The Edmonton Bereavement Centre, operated as a program of Jewish Family Services, is now in its 11th year of operation.

In 2010, we experienced a continued need for more programming for parents following the death of a child and increases in the number of people seeking one-on-one sessions that would provide education about the grief journey and normalizing that process.

There has also been a noticeable trend in the age demographics of our bereaved clients, with fewer seniors seeking assistance and greater numbers of younger adults appearing at our door.

Evidence suggests, too, that there has been a shift in the community's thinking about death and loss during the past decade. Our society has heightened the stigma about being beset by grief and many of our program participants comment on the outside pressure they feel to "get through it and get back to normal."

Yet we have also observed an increased acceptance of grief as a normal part of life, and arising from that, a growing interest in programs to help with the process.

In response to one such demand for longer term support, our facilitators introduced a second level program that is specifically

geared to the needs of parents who have lost a child at any age. They are now able to extend the grief work beyond the initial program's standard seven week duration.

Short-term individual counselling is more appropriate for many individuals, either as a precursor to group work, or instead of it.

Both social worker Linda Aris and our clinical therapists continued seeing grieving clients at their capacity.

Children's deaths also found the school system seeking the expertise of our bereavement educator Sheri-Lee Langlois this past year.



She was able to provide specialized training to teachers and teacher aides at two schools whose programs include children with severe disabilities. Many of the children are non-verbal and the staff needed tools to help them express their grief over the recent death of a classmate.

Such needs are complex and they arise with greater frequency than in most classroom settings, in part because the disabilities are often linked with high mortality rates.

We have also experienced a surge in requests from people who are in treatment for alcohol and drug

addictions, and for mental illnesses, whose treatment has surfaced unresolved grief which is a cause or complicating factor for their difficulties.

The fact they are asking is encouraging, and we responded this year with the development of educational presentations regarding unaddressed grief and subsequent addictions among both teen and adult populations.

The Youth Detention Centre, Our House and YYC are among the agencies seeking this new learning in 2011.

There has also been a strong interest in training for professionals and volunteers who support grieving people in the course of their work. In 2010, we enhanced our offerings with a second level program to complement the Fundamentals of Bereavement Support.

The Bereavement Centre also had the opportunity to help mentor university students who completed workplace practicums in preparation for their entry into counselling or social work fields.



#### In 2010

- 605 adults attended support groups.
- 22 professionals were trained.
- 118 people received individual therapy.
- 1184 callers received help by phone.

# Our Programs...

## Community Support Highlights



**A**dvocacy is certainly at the top of the list but the variety of work that falls under the Community Support umbrella makes it difficult to characterize the work simply.

Jeni Adler Magat and Ernie Schlesinger, both working part time, offer a surprisingly extensive array of services.

Requests for assistance can involve issues including:

- adoption possibilities.
- housing and employment difficulties.
- bus tickets and emergency transportation.
- obtaining driver's licenses.
- resume reviews and job interview preparation.
- assistance completing a do-it-yourself divorce.

- mental illness issues.
- pre- and post-natal concerns.
- reference letters for immigration and visa applications.
- editing client writing and translation of documents.

The ill effects of global economic downturn in 2009 gave rise to an intense need for enhanced employment-related skills enhancement for both new immigrants and Canadian-born Edmontonians.

Many seeking assistance at Jewish Family Services experienced communication difficulties that create barriers to gainful employment. Our agency responded by developing Say Yes to Success - a free, five-week personal and skill development course. Its main objectives are to help:

- identify concepts and skills necessary for job interview success.
- build personal awareness and comfort during a job interview.
- increase personal strengths, optimism and empowerment.
- support people through difficulties, confusions and fears.
- reframe previous experiences, find clarity and focus to move forward.

The program includes an arts component that elsewhere has proven very helpful as individuals build self-awareness and identify their own personal skills. The course will be offered four times in 2011 with the inaugural sessions starting in January.

In 2011, services provided to Holocaust survivors are also

anticipated to see significant rises.

The Claims Conference has made new compensation dollars available for people from Nazi-occupied countries who were impacted during World War II. Jewish Family Services made preparations in the fall of 2010 to begin administering the application process.

We will help surviving seniors from Russia, the Ukraine, Hungary and other occupied territories receive funds to augment limited incomes and improve their current quality of life.

Assessing clients who apply for scholarships is another

specialized service offered to Talmud Torah School and Preschool, Camp BB Riback, and Beth Israel Synagogue.

Linking people with resources, in-kind support or financial assistance remained a consistent facet of our Community Support team's activities this past year.

Organizations and individuals may volunteer many kinds of things that can enhance life for our clients. These have included gifts of furniture and household goods, legal services, immigration consulting and advocacy, or work clothing.

Partnership with other service organizations is essential to ensuring those coming to us can

access the most appropriate services or resources. We see our role as helping to identify them and to provide the support and advocacy necessary to ensure a helpful connection is made.

Some partnerships involve connecting with people and organizations who can add to the resources available. In other cases our collaboration may be internal to the agency. Community Support staff and Clinical Counsellors often must work together to address both practical and emotional needs.

The results are win-win and, in this way, we are able to support the whole person in a coordinated manner.



#### In 2010

- 289 individuals were helped with advocacy, settlement and relief services.
- 47 youth were assessed and awarded scholarships for Jewish summer camps, the Talmud Torah School and its Pre-School Program.

# Our Programs...



## SMART Highlights

With SMART you find the one program we offer just for the Jewish community - in partnership with the Jewish Drop-In Centre. It provides culturally-observant supportive services that enable Jewish seniors to live as independently as possible.

## Seniors Making Age-Related Transitions

In helping these clients maintain an optimal level of psychological, social and physical functioning, the role of culture is key. It becomes more important as people age because their circles of connection tend to focus more around the closer, familiar parts of their community.

Rhonda Eidelman, our Seniors Outreach Worker, assists people in many ways that help bridge life transitions related to aging.

Each person's circumstances are unique but there are common issues that many of our clients face.

For example, it is stressful to have to move from a family home to an assisted care facility. This is even harder if one is unaware of the options and other types of other services that are available.

Losing a driver's licence due to age can also have a dramatic impact on both self-esteem and the ability to maintain independence and connection to friends and community.

We aim to help in every step of these processes.

Finding an appropriate caregiver can help extend the time a person can stay in his or her own home. Involving family members in helpful ways can be a challenge, as parents and children often see things differently, and the children are often in another city.

With seniors living longer and more active lives, the age range of the clientele now spans about 40 years.

Young seniors and elderly seniors and those in-between have a great variety of needs. The priorities and interests of baby boomers also differ greatly from their elders and we have seen many signs over the past several years that both the nature and manner of services we offer to Jewish seniors are entering a time of change.

The desire to celebrate, however, remains unchanging... particularly where food and Jewish traditions are concerned. The best known and most visible service offered through SMART is the periodic Shabbat Dinners.

Special attention is paid to ensuring seniors can share in high holidays with kosher meals and social contact. The meals are prepared and delivered mostly by

volunteers to seniors in their family homes or extended care residences. The food is appreciated, but even more important is the personal visit with a volunteer. These occasions offer opportunities to combat the sense of alienation from community that can grow with extended periods of low mobility.

Rhonda maintains a regular presence at the Jewish Drop-In Centre, our partner in this program. As the social hub for Jewish seniors, it is the place where she can informally monitor who may need assistance. Her

consistent presence helps strengthen relationships that make it easier for seniors to use her help.

One of the sad and difficult aspects of a seniors support program is that many of the people we come to know and love die. We have provided support and information about Jewish funerals to those who may not know, such as newcomers, and to care facilities who don't know how to care for their Jewish residents. Rhonda makes many trips to the cemetery for funerals and unveilings.

We have been strengthening our connections, at both the staff and board levels, with Beit Horim -- the society that is planning to build a residence for Jewish seniors.

Between Beit Horim, The Jewish Drop-In Centre, and Jewish Family Services, we have begun work that we hope will develop into a community-wide strategy for seniors services.

## In 2010

We assisted 142 seniors with:

→ 468 home & phone visits

→ 226 consultations with professionals and family members

→ 186 home delivered Shabbat Dinners.



# Our Funders and Grantors...



## Our Human Services Partners

**T**hese funding and service organizations provided significant financial support during 2010. In several cases, they represent the collective gifts of many individuals.

We are grateful for their ongoing support:

- Alberta Community Initiatives Program
- Beth Israel Benevolent Fund
- Beth Tzedeke Congregation
- Christmas Bureau of Edmonton
- City of Edmonton
- Edmonton Community Adult Learning Association
- Edmonton Hadassah - WIZO
- Edmonton Community Foundation
- Edmonton Jewish Community Charitable Foundation
- Family & Community Support Services
- Jewish Immigrant Aid Services
- Jewish Senior Citizens Centre
- MAZON Canada
- Na'amat Edmonton
- National Council of Jewish Women
- Status of Women Canada
- United Jewish Appeal
- United Way Alberta Capital Region
- Union 52 Benevolent Society



# Our Donors...

## A Community Team

We gratefully acknowledge the financial support of these individuals and companies whose monetary and in-kind support enabled Jewish Family Services to assist so many hundreds of individuals and families this past year.

Thank you!

*We also ask your forgiveness for any errors or omissions, and we offer our sincerest apologies if your name has been missed.*

## Team JFS

72750 Alberta Ltd.

### A

Anonymous  
Sharon Abbott  
Rose Abrams  
K. Adams  
Roger Adler  
Clive & Luba Allen  
Joel & Melany Allen  
Naomi & Vic Amato  
P. Anctil  
M. Anderson  
Linda Aris  
N. Armstrong  
Atco Gas  
Atco I-Tek Inc  
Florence Axler

### B

B. Baker  
Sherrie Banks

Elaine & Greg Baram  
M. Barkwell  
Robyn Baron  
Naomi & Manfred Beck  
Teresa & Stuart Bennett  
Marcia & Ronald Bercov  
Marilyn Bercovich  
Valli Jean Berman  
Susan Binnington  
Martin Blatt  
Sandra Bliss  
C. Bloxom  
O. Bociurkiw  
Elaine Bookhalter  
A. Boyce  
Robert & Krista Brick  
E. Broda  
Sheila Bronson  
Stan Bronson  
A. Brophy  
Budget Car & Truck  
Frieda Bugis  
Barrie Burden

### C

Wendy Campbell  
L. Canada  
Phyllis Caplan  
Judi Card  
R. Chalifoux  
L. Chernenko  
Sylvia Chetner  
Bob Clark  
L. Cleary  
R. Clennell  
Florence Cohen  
Hoda Cohen  
N. Comey  
Don Cook  
Bev Cooper

Ruth Coppens  
Telus Corporation  
David Cowan  
B. Cujec  
M. Cunningham

**D**  
Harry Dashevski  
Matthew Dashevsky  
Howard Davidow  
M. Derenowsky  
Larry Derkach  
D. Derko  
Allan Devins  
Carolyn Devins  
Michelle & Hilton Dinner  
Helen Dlin  
Robert Dlin  
Len & Catherine Dolgoy  
P. Dooley  
Rabbi Ari Zev Drelich  
Elizabeth Duke  
Katie Dyck

**E**  
Edmonton Jewish News  
Edmonton Jewish Pipeline  
Rhonda Eidelman  
D. Elliott  
Heather-Anne Elliott-Martin  
Ron Eremenko

**F**  
Robin Fainsinger  
Karen Farkas & Clyde Hurtig  
Jack Feldman  
Rocky Feldman  
Rabbi Daniel Friedman  
Manny & Rhonda Friedman  
Sam Frohlich  
Gertrude Furman

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Judith Garber  
Rachel Garfunkel  
Dena Gelfand  
Elliot & Dena Gelford  
Jaima & Sheldon Geller  
Myrna Ghitler  
Cheryl & Bob Gliener  
Michael & Cheryl Gluckman  
Abraham Goldberg  
Hanna Goldberg z"l  
Bluma & Jack Goldberg  
Ann Goldblatt  
George Goldford  
Alvin Goldsman  
Lilian Green  
Sheila Greenberg  
Pat Greene  
Jeffrey Grobman  
P. Gunn-Graham

**H**  
Michael Handman & Nili Talmor  
Norm Hanson  
Zelma Hardin  
J. Harris  
P. Harris  
Christine Hennig  
Walter Henschell  
Jo-Anne Hind  
Karen & Pam Hoffman  
Rod Hofmann  
S. Howell  
Naomi Hoyt

**J**  
A. Jackson  
C. Jackson  
Alan Stanley Jacobson  
Lesley Jacobson  
M. Jaedicke

Jewish Federation of  
Edmonton's E-News  
J. Jolivet  
Doreen Jampolsky  
Joan Juskin

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Clara Kagan  
Zelda Kalensky  
Erica Karabus  
Terry Karpman  
Esther Karrel  
Jane & Edgar Karstaedt  
Ruth Katz  
Faye Kay  
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Sharon Krulin  
Sherry Kunkel  
Jain Kurany  
Martha Kushner  
Stephen Kushner  
S. Kyle

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J. Lamarre  
Sheri-Lee Langlois  
Langer Exco Machine Ltd  
E. Langer

# Our Donors cont...



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Tracy Lyons

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P. Machon  
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David Mannes  
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Goran Nevesinjac  
Miriam Newhouse & Peter  
Messaline  
Francie & Jon Nobleman  
Ruth & Harry Nolan  
Phyllis Nurgitz

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R. Okura  
Esther Olyan  
Meirav & Doron Or  
Ilya & Maria Oratovsky  
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& Solicitor  
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Tulane Rollingher  
Selwyn Romanovsky  
Esther Rose & Aubie Angel  
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Rick Roskin  
Barry Rosof  
S. Ross-Watson  
Ray Rutman

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Wannapranee Saksaranrome  
Ronald Salah  
Jody Schell  
Sari Schiff  
Ernie Schlesinger  
J. Schlotter  
Adela Sculea  
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Miriam Sheckter  
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Riva Sheir  
A. Sheppard  
Tamara Sherwin  
Ellie Shuster  
Maita Silver  
A. Simmons  
Mildred Singer  
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A. Swist  
Phil Switzer z"l

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Candace Toews  
Claudette Turgeon  
Ellanore Turner

## U

Richard & Pauline Uretsky

## V

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Irene Vinsky  
Grant Vogel

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S. Wardel  
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Joel Weiner  
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Sheila Welch  
Annie Welcschuk  
George Whittier  
Richard Winston  
Barbara Wiseman  
Donna Witzke  
L. Wohland  
Douglas Wolch  
T. Wood  
Simone Wynnyk

## Y

Shmuel Yablonsky  
Olga Yakovlyeva  
Tova Yedlin

## Z

Jodi Zabłudowski  
Saul Zalik  
Sara Zalik z"l  
Hal Zalmanowitz

## Bequests

Estate of Clara Riskin z"l  
Estate of Lewis Roskin z"l

# Our Volunteers...



## A Huge Effort!

The gift of time is precious. These individuals are recorded as having volunteered more than 1700 hours for Jewish Family Services during 2010.

And many more supported us under the radar. They were intrinsically involved but did not let their names be known.

To all, who shared an hour, a day... or much, much more, we remain indebted.

## Team JFS

### A

George Abrams  
Jeni Adler  
Mike Alpern  
Linda Aris  
Daniel Assh

### B

Marcia Bercov  
Lana Black  
Yelena Braslavsky  
Freda Braude

### C

Dick Card Z"L  
Judi Card  
Ruth Coppens

### D

Howard Davidow

### E

Alyson Eidelman  
Jason Eidelman  
Jennifer Eidelman  
Rhonda Eidelman  
Ehud Ellman  
Minnie Emas  
Harvey Emas  
Bernie Estrin  
Gail Estrin

### F

Rhoda Friedman  
Rabbi Daniel  
Friedman

### G

Judy Garber  
Mara Ghitler  
Benaron Gleiberman  
Murray Glick  
Bob Gliener  
Cheryl Gliener  
Shirley Goldberg  
Leah Goldford  
Linda Goody

### H

Norm Hanson  
Roberta Hanson  
Bronia Heilik

### J

Lesley Jacobson  
Mary Anne Jaecklicke

### K

Tina Kafka  
Erica Karabus  
Terry Karpman  
Jane Karstaedt  
Edgar Karsteadt  
Carly Kovendi  
Vi Klein  
Jennifer Kruger  
Rabbi David Kunin

### L

Liebe Lagnado  
Nicki Lazaar  
Naomi Lazaar  
Brenda Lee

### M

Cecily McLaughlin  
David Mannes

Irving Marcovitch  
Garry Mickelow  
Sandra Miller  
Gabriel Miller

**N**  
Elizabeth Nett  
Francie Nobleman  
Ruth Nolan

**O**  
Raisa Ostrovskaya  
Aleksey Pavlenko

**P**  
Svetlana Pavlenko  
Netta Phillet  
Hanna Pollack  
Karen Preston

**R**  
Barry Rosof  
Joyce Rubenovitch  
Isabel Rodnunsky

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Mark Salkie  
Ernie Schlesinger  
Gary Segal  
Cheryl Shur  
Anita Sky  
Farrel Shadlyn  
Don Squire  
Martha Squire  
Clarice Switzer

**T**  
Zachary Tankel  
Arthur Totman

**V**  
Matthew Vandergeisen

**W**  
Lewis Wasel  
Paula Weil  
Naomi Wolfson  
Robert Wood

**Z**  
Rory Ziv

## Sharing Our Time

"Naked a man comes into the world and naked he leaves it, after all is said and done he leaves nothing except the good deeds he leaves behind."

- adapted from the great Jewish thinker RASHI

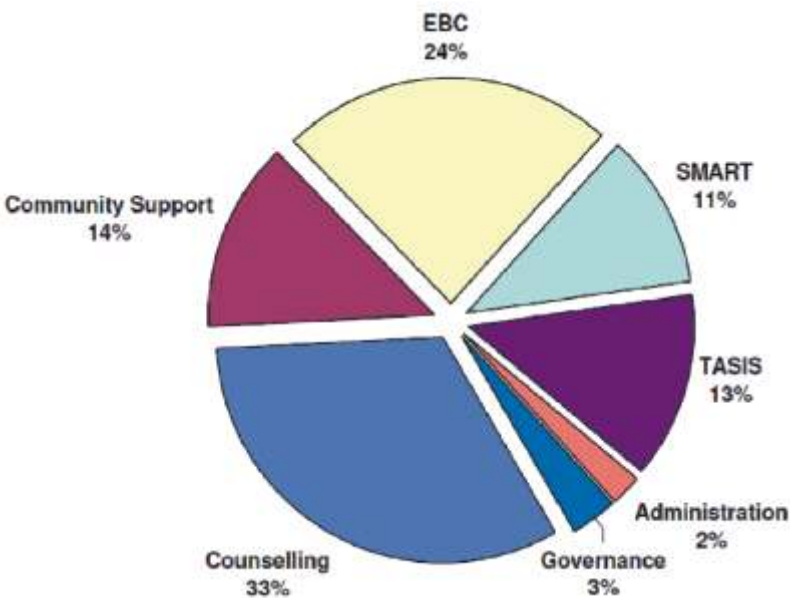
# Our Finances...



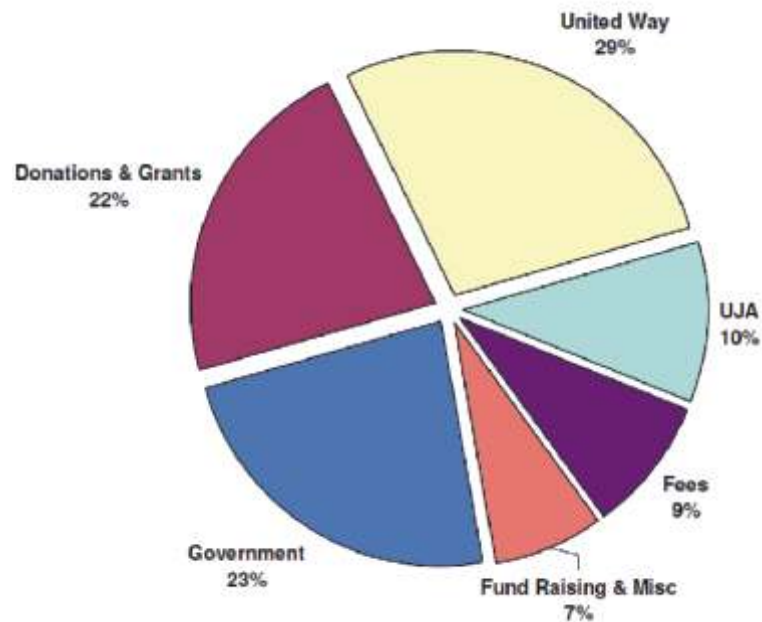
Jewish Family Services is pleased to share our last audited financial statement with the community we serve.

For more information, please contact our Executive Director, Larry Derkach at 780.454.1194.

## Expenditures



## Revenues



### EXPENDITURES

Counselling	236,197
Community Support	100,158
EBC	173,175
SMART	81,279
TASIS	98,199
Administration	14,251
Governance	25,296
<b>Total:</b>	<b>728,555</b>

### REVENUES

Government	170,678
Donations & Grants	162,437
United Way	202,764
UJA	75,904
Fees	65,758
Fundraising & Misc.	51,861
<b>Total:</b>	<b>729,403</b>



# Jewish Family Services

202, 10339-124 Street Edmonton AB T5N 3W1 Canada  
tel. (780) 454-1194 fax (780) 482-4784 [info@jfse.org](mailto:info@jfse.org) [www.jfse.org](http://www.jfse.org)

## MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING

The management of Jewish Family Services prepared these financial statements for the year ended June 30, 2010 and is responsible for their reliability, completeness and integrity. They conform in all material respects to Canadian generally accepted accounting principles.

Management maintains the necessary accounting and internal control systems designed to ensure the timely production of reliable and accurate financial information, the protection of assets (to a reasonable extent) against loss or unauthorized use, and the promotion of operational efficiency. The Board of Directors oversees management's responsibilities for the financial reporting and internal control systems.

The external auditors appointed by the Board of Directors conducted an audit of these financial statements in accordance with Canadian generally accepted auditing standards. Management reviewed these financial statements in detail with the external auditors before recommending their approval to the Board of Directors.

Edmonton, Alberta  
August 19, 2010

A handwritten signature in blue ink that reads "Larry".

---

Larry Derkach, Executive Director

# Our Finances cont...

## DEGRAVES PALLARD & ASSOCIATES LLP CHARTERED ACCOUNTANTS

Dwayne DeGraves, CA, CMA  
Dennis Pallard, CA  
Tom Wong, CMA  
Bobi-Rae Miller, CGA

#201, 1289 - 91st Street SW  
Edmonton, Alberta  
Canada T6X 1H1  
Phone (780) 454-8757  
Fax (780) 455-0194

### AUDITOR'S REPORT

To the members of Jewish Family Services

We have audited the statement of financial position of Jewish Family Services (the "Society") as at June 30, 2010 and the statements of operations, its net assets, and its cash flows for the year then ended. These financial statements are the responsibility of the Society's management and allocation of certain expenses to specific programs is subject to interpretation by management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

The Society derives revenue from donations and fees for service, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Society and we were not able to determine whether any adjustments might be necessary to these revenues, excess (deficiency) of revenues over expenses, assets and net assets.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the revenues referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of the Society as at June 30, 2010 and the results of its operations, its net assets, and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Edmonton, Alberta  
August 19, 2010

*DeGraves Pallard & Associates LLP*  
CHARTERED ACCOUNTANT

**JEWISH FAMILY SERVICES**  
**STATEMENT OF OPERATIONS**  
**FOR THE YEAR ENDED JUNE 30**

	2010	2009
<b>REVENUES (Schedule 1)</b>		
United Way	\$ 202,764	\$ 188,477
Other grants (Note 7)	148,437	157,505
Donations	110,237	76,822
Family and Community Support Services	91,269	67,343
United Jewish Appeal	75,904	74,452
Fees for service	65,758	68,509
Casino	39,715	39,804
Interest and other income	16,195	-
Fundraising	9,665	13,637
Jewish Immigrant Aid Services of Canada	8,500	9,600
	<b>768,444</b>	<b>696,149</b>
<b>EXPENSES (Schedule 1)</b>		
Wages and benefits	584,515	525,821
Facility occupancy	50,069	77,208
Programs and services	30,110	33,942
Governance	25,296	17,058
Administrative	23,093	19,437
Office	14,509	16,973
Fundraising	4,587	4,232
Interest and other expenses	-	8,569
	<b>732,179</b>	<b>703,240</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<b>\$ 36,265</b>	<b>\$ (7,091)</b>

# Our Finances cont...

Statement 2

**JEWISH FAMILY SERVICES**  
(Incorporated under the Societies Act of Alberta)  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT JUNE 30**

	2010	2009
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash and cash equivalents	\$ 301,572	\$ 70,931
Casino account	42,452	81,902
Restricted reserves	100,700	392,827
Accounts receivable	6,422	9,074
Prepaid expenses	8,916	4,936
	460,062	559,670
STATE OF ISRAEL SAVINGS BONDS (Note 4)	4,690	4,465
	\$ 464,752	\$ 564,135
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 52,952	\$ 41,639
DEFERRED REVENUE (Note 5)	91,263	238,224
	144,215	279,863
<b>NET ASSETS</b>		
<b>NET ASSETS (Statement 3)</b>		
Restricted	290,066	253,798
Unrestricted	30,471	30,474
	320,537	284,272
	\$ 464,752	\$ 564,135

ON BEHALF OF THE BOARD

 Director  
 Director

**JEWISH FAMILY SERVICES**  
**STATEMENT OF NET ASSETS**  
**FOR THE YEAR ENDED JUNE 30**

	RESTRICTED RESERVES (Schedule 2)	UNRESTRICTED RESERVES	2010 TOTAL
NET ASSETS, BEGINNING OF YEAR	\$ 253,798	\$ 30,474	\$ 284,272
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES (Schedule 1, Statement 1)	35,421	844	36,265
BALANCE BEFORE TRANSFER OF CURRENT YEAR DEFICIT	289,219	31,318	320,537
TRANSFER OF CURRENT YEAR DEFICIT (Schedule 2)	847	(847)	-
NET ASSETS, END OF YEAR	\$ 290,066	\$ 30,471	\$ 320,537

	RESTRICTED RESERVES	UNRESTRICTED RESERVES	2009 TOTAL
NET ASSETS, BEGINNING OF YEAR	\$ 260,889	\$ 30,474	\$ 291,363
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES (Statement 1)	(13,782)	6,691	(7,091)
BALANCE BEFORE TRANSFER OF SURPLUS	247,107	37,165	284,272
TRANSFER OF CURRENT YEAR SURPLUS	6,691	(6,691)	-
NET ASSETS, END OF YEAR	\$ 253,798	\$ 30,474	\$ 284,272

# Our Finances cont...

Statement 4

**JEWISH FAMILY SERVICES**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED JUNE 30**

	2010	2009
<b>CASH PROVIDED BY (USED FOR)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenue over expenses	\$ 36,265	\$ (7,091)
Net change in non-cash working capital accounts		
Decrease in accounts receivable	2,652	5,570
(Increase) decrease in prepaid expenses	(3,980)	961
Increase in accounts payable	11,313	11,500
Increase (decrease) in deferred revenue	(146,961)	22,790
	(100,711)	33,730
<b>INVESTMENT ACTIVITIES</b>		
Increase in investments	(225)	(215)
<b>INCREASE (DECREASE) IN CASH DURING THE YEAR</b>	(100,936)	33,515
<b>CASH, BEGINNING OF YEAR</b>	545,660	512,145
<b>CASH, END OF YEAR</b>	\$ 444,724	\$ 545,660
<b>CASH IS COMPRISED OF:</b>		
Cash and cash equivalents	\$ 301,572	\$ 70,931
Internally restricted cash	100,700	392,827
Externally restricted cash	42,452	81,902
	\$ 444,724	\$ 545,660

**JEWISH FAMILY SERVICES**  
**NOTES TO FINANCIAL STATEMENTS**  
**JUNE 30, 2010**

**1. STATUS AND PURPOSE OF ORGANIZATION**

Jewish Family Services (JFS or the Society) is an Edmonton, Alberta based organization operating for the benefit of the general community of Edmonton and surrounding areas. For some programs, its efforts are directed towards the Jewish community. Some of the services provided by the Society are therapeutic and bereavement counselling, employment support, senior advocacy services, newcomer services, volunteer support, community development, short term emergency financial support and provision of local cultural resource information.

Jewish Family Services is a non-profit organization incorporated under the Societies Act of Alberta and is exempt from income tax pursuant to the Income Tax Act of Canada. Jewish Family Services is registered as a charity with Canada Revenue Agency and is able to issue charitable donation receipts for income tax purposes.

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

These financial statements have been prepared by management in accordance with Canadian generally accepted accounting principles (GAAP). The precise determination of the reported amounts of assets, liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year are dependent on future events. As a result, the preparation of financial statements for a period involves the use of estimates and approximations which have been made using careful judgment. Actual results could differ from those estimates and approximations. The financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of the accounting policies summarized below.

**BASIS OF PRESENTATION**

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Investment income is recognized as revenue when earned and gains or losses on investments are recognized annually whether or not realized.

Administration expenses are allocated to programs based on a review and assessment made by management. The allocation of these costs is performed according to the underlying resources used by each program.

**EQUIPMENT**

Equipment purchases are expensed in the year they are acquired. During the year, the Society had no equipment purchases.

**DONATIONS**

Cash donations are recognized as revenue when received. Donations in kind of goods and services that are used in the normal course of operations are recorded at fair market value when their fair market value can be reasonably estimated.

# Our Finances cont...

**JEWISH FAMILY SERVICES**  
**NOTES TO FINANCIAL STATEMENTS**  
**JUNE 30, 2010**

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES CONTINUED**

**CONTRIBUTED MATERIALS AND SERVICES**

Contributed materials and services are not recorded in these financial statements. Volunteers contribute hours in carrying out governance and other activities of the Society. Due to the difficulty in determining their fair value, contributed volunteer services are not recognized in the financial statements.

**DESIGNATED RESERVES**

**CONTINGENCY RESERVE**

The Contingency Reserve is to cover unbudgeted liabilities or general expenditures in the event that regular funding sources are inadequate. Board approval is required for any expenditures covered by the Contingency Reserve. The balance in the Contingency Reserve is not to exceed 50% of prior year non-project operational expenditures.

**OPPORTUNITIES RESERVE**

The Opportunities Reserve is to be used for new programs or definite-term projects. In years where the Society has a deficit, the opportunities reserve may be utilized to cover the shortfall.

**RELIEF RESERVE**

The Relief Reserve is to be used to provide financial assistance to the Society's clientele.

**RESTRICTED RESERVES**

**SIGMA ALPHA MU RESERVE**

The Sigma Alpha Mu Reserve is to be used as scholarships for Jewish students attending the University of Alberta. The principal of the reserve is to remain intact and only the interest is to be used for scholarships.

**SHRAGGE RESERVE**

The income from the Shragge Reserve, less an amount that is added to the principal to compensate for inflation, is to be used for general operating purposes.

**DAVID AND CLARA MINTZ RESERVE**

The David and Clara Mintz Reserve is to be used to help children attend Jewish summer camps.

**LILLI AND EMANUEL SCHLESINGER RESERVE**

The Lilli and Emanuel Schlesinger Reserve is to be used to support Jewish Family Services clients in need of practical assistance.

**KEVURA RESERVE**

The Kevura Reserve is to be used to assist with Jewish burial costs of Jewish persons.

JEWISH FAMILY SERVICES  
NOTES TO FINANCIAL STATEMENTS  
JUNE 30, 2010

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES CONTINUED**

**FINANCIAL INSTRUMENTS**

The Society adopted CICA's Handbook Section 3855 "Financial Instruments - Recognition and Measurement" and Section 3861 "Financial Instruments - Disclosure and Presentation". Under Section 3855, all financial instruments are classified into one of these five categories: held for trading, held-to-maturity investments, loans and receivables, available-for-sale financial assets or other financial liabilities. All financial instruments and derivatives are measured in the statement of financial position at fair market value, except for held-to-maturity investments and other financial liabilities, which are measured at amortized cost. Subsequent measurement and changes in value will depend on their initial classification.

As a result of the adoption of Section 3855, the Society has classified its cash and cash equivalents, including amounts held in reserve, as held for trading. Accounts receivable are classified as loans and receivables and are measured at amortized cost which approximates fair value due to the relatively short period to maturity. Accounts payable and accrued liabilities and deferred revenue are classified as other financial liabilities. The carrying value of accounts payable and accrued liabilities and deferred revenue approximates fair value due to the relatively short periods to maturity.

**GENERAL STANDARD**

The General Standard of Financial Statement Presentation, Section 1400 requires management to make an assessment of an entity's ability to continue as a going concern. The Society receives funding from various sources including the Provincial Government. As a result, the Society is dependent on these funding sources to ensure the programs currently provided by the Society continue in future periods. If these funding sources were reduced or eliminated, the Society would determine which programs could continue based on the remaining revenue sources. Management has made an assessment on the basis of projected cash flows and concluded that there is no material uncertainties that cast significant doubt on the Society's ability to continue as a going concern.

**CAPITAL DISCLOSURES**

The Society has adopted the recommendations of CICA 1535, Capital Disclosures, which require disclosure of qualitative and quantitative information that enables users of the financial statements to evaluate the Society's objectives, policies and processes for managing capital.

In managing capital, the Society focuses on liquid resources available for operations. The Society's objective is to have sufficient liquid resources to continue operating despite adverse events with financial consequences and to provide the Society with the flexibility to take advantage of opportunities that will advance its purposes. The need for sufficient liquid resources is considered in the preparation of an annual budget and in the monitoring of cash flows and actual operating results compared to the budget. As at June 30, 2010, the Society has met its objective of having sufficient liquid resources to meet its current obligations.

# Our Finances cont...

**JEWISH FAMILY SERVICES**  
**NOTES TO FINANCIAL STATEMENTS**  
**JUNE 30, 2010**

**3. CHANGES IN ACCOUNTING POLICIES**

The CICA has issued revisions to the 4400 series and certain other sections to amend or improve certain parts of the CICA Handbook that relate to not-for-profit organizations. With respect to presentation, these changes include making CICA 1540, Cash Flow Statements, applicable to not-for-profit organizations and requiring the reporting of revenues and expenses on a gross basis in the statement of operations. A new section, CICA 4470, Disclosure of Allocated Expenses by Not-For-Profit Organizations, was included in the revisions which require certain disclosures when fundraising and general support expenses are allocated to other functions. These changes in accounting policies must be adopted for years beginning on or after January 1, 2009. The affect of these changes did not have a significant impact on the June 30, 2010 financial statements and related disclosures.

**4. STATE OF ISRAEL SAVINGS BONDS**

Consists of a zero coupon bond having a yield to maturity of 5.05% and maturing on July 1, 2015 in the amount of \$6,000.

**5. DEFERRED REVENUE**

	<b>BALANCE, BEGINNING OF YEAR</b>	<b>INCREASES FOR THE YEAR</b>	<b>DECREASES FOR THE YEAR</b>	<b>BALANCE, END OF YEAR</b>
Unexpended casino funds	\$ 81,901	\$ 266	\$ (39,715)	\$ 42,452
National Council of Jewish Women	40,393	-	(5,503)	34,890
Program specific funds	115,930	1,000	(103,009)	13,921
	<b>\$ 238,224</b>	<b>\$ 1,266</b>	<b>\$ (148,227)</b>	<b>\$ 91,263</b>

**6. LEASE COMMITMENT**

The lease for the Society's office expires on July 31, 2011 and the total obligation under the terms of the lease is \$43,312 per year including operating costs.

**JEWISH FAMILY SERVICES**  
**NOTES TO FINANCIAL STATEMENTS**  
**JUNE 30, 2010**

7. **OTHER GRANTS**

During the year, JFS recognized funding from various sources to support their programs which included the following:

Alberta Culture & Community Spirit	\$ 74,887
City of Edmonton	34,250
Status of Women Canada	22,473
Edmonton Community Adult Learning Association	15,227
Other	1,600
	<hr/>
	\$ 148,437
	<hr/>

8. **ETHICAL FUNDRAISING**

The Society has adopted Imagine Canada's Ethical Fundraising and Financial Accountability Code. During the year, the total donations for which receipts were issued for income tax purposes totaled \$78,629 (2009 - \$55,745). These receipted amounts are included in the \$110,237 of donations revenue (Statement 1).

The Society incurred expenses of \$4,587 for the purpose of soliciting contributions. The Society has no employees whose primary duties involve fundraising.

9. **COMPARATIVE FIGURES**

Certain comparative figures have been reclassified to conform to the presentation adopted for the current year.

# Our Finances cont...

**JEWISH FAMILY SERVICES**  
**SCHEDULE OF REVENUES AND EXPENSES**  
**FOR THE YEAR ENDED JUNE 30, 2010**

	COUNSELLING	COMMUNITY SUPPORT	EDMONTON BEREAVEMENT CENTRE
<b>REVENUES</b>			
United Way	\$ 149,198	\$ 27,148	\$ 21,529
Other grants (Note 7)	-	-	11,817
Donations	-	16,387	26,145
Family and Community Support Services	-	-	91,269
United Jewish Appeal	4,203	48,930	-
Fees for service	43,082	40	22,416
Casino	39,715	-	-
Interest and other income	-	-	-
Fundraising	-	-	-
Jewish Immigrant Aid Services of Canada	-	8,500	-
	236,198	101,005	173,176
<b>EXPENSES</b>			
Wages and benefits	186,112	67,040	138,093
Facility occupancy	19,111	5,738	8,892
Programs and services	56	14,237	2,369
Governance	-	-	-
Administrative	-	-	128
Office	1,311	588	1,986
Fundraising	-	-	-
Administrative allocation	29,608	12,555	21,708
	236,198	100,158	173,176
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>			
	\$ -	\$ 847	\$ -

SENIORS MAKING AGE-RELATED TRANSITIONS	TASIS	ADMIN- ISTRATION	SUB-TOTAL	RESTRICTED (Schedule 2)	TOTAL
\$ -	\$ -	\$ 4,889	\$ 202,764	\$ -	\$ 202,764
24,287	93,083	19,250	148,437	-	148,437
24,556	4,896	12,926	84,910	25,327	110,237
-	-	-	91,269	-	91,269
22,771	-	-	75,904	-	75,904
-	220	-	65,758	-	65,758
-	-	-	39,715	-	39,715
-	-	2,481	2,481	13,714	16,195
9,665	-	-	9,665	-	9,665
-	-	-	8,500	-	8,500
81,279	98,199	39,546	729,403	39,041	768,444
58,668	90,447	44,155	584,515	-	584,515
5,075	296	10,957	50,069	-	50,069
2,432	6,950	566	26,610	3,500	30,110
-	-	25,296	25,296	-	25,296
-	425	22,540	23,093	-	23,093
328	82	10,214	14,509	-	14,509
4,587	-	-	4,587	-	4,587
10,189	-	(74,180)	(120)	120	-
81,279	98,200	39,548	728,559	3,620	732,179
\$ -	\$ (1)	\$ (2)	\$ 844	\$ 35,421	\$ 36,265

# Our Finances cont...

JEWISH FAMILY SERVICES  
SCHEDULE OF RESTRICTED RESERVES  
FOR THE YEAR ENDED JUNE 30, 2010

	<u>DESIGNATED</u>		
	<u>CONTINGENCY RESERVE</u>	<u>OPPORTUNITIES RESERVE</u>	<u>RELIEF RESERVE</u>
BALANCE OF RESERVES, BEGINNING OF YEAR	\$ 115,231	\$ 76,320	\$ 11,966
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	8,051	652	102
BALANCE OF RESERVES BEFORE TRANSFER OF CURRENT YEAR DEFICIT	123,282	76,972	12,068
TRANSFERS OF CURRENT YEAR SURPLUS	-	-	847
BALANCE OF RESERVES, END OF YEAR	\$ 123,282	\$ 76,972	\$ 12,915

RESTRICTED					
SIGMA ALPHA MU RESERVE	SHRAGGE RESERVE	DAVID AND CLARA MINTZ RESERVE	LILLI AND EMANUEL SCHLESINGER RESERVE	KEVURA RESERVE	2010 TOTAL
\$ 13,265	\$ 11,952	\$ 8,964	\$ 12,145	\$ 3,955	\$ 253,798
1,843	1,918	1,010	104	21,741	35,421
15,108	13,870	9,974	12,249	25,696	289,219
-	-	-	-	-	847
<b>\$ 15,108</b>	<b>\$ 13,870</b>	<b>\$ 9,974</b>	<b>\$ 12,249</b>	<b>\$ 25,696</b>	<b>\$ 290,066</b>

# Our Clients' Words...



**E**ach day at Jewish Family Services brings both challenges and heart-warming involvements. For staff and volunteers, it is very gratifying when we hear the feedback about how we have been able to assist an individual or family in times of great personal need.

So we share with you here a few stories from veiled voices that have written cards, letters or emails to tell us about their experiences.

"I just want you to know how great your group is. Being a new immigrant, I felt I belong to something good and I didn't feel alienated at all. I am really going to miss it but Thank you for the life time of presents of advice and insights"

"Now I know I am not alone and forgotten."

"Thanks for everything! You were always there when we've needed you. Mom always appreciated your efforts to get her together with old friends, and you're bringing her chicken soup and fish. You helped us solve so many problems that often seemed so difficult to us."

"I couldn't hold down a job for more than a few weeks. My heart ached and the voices in my head were so uncomfortable that I wanted to kill myself. My therapist helped me sort these things out. Now, I know what to do when I am in emotional pain. I have been working now for a whole year and I just got promoted."

"Thank you for your presentation last night. You really connected with everyone both professionally and on a personal level. I felt more connected with a room full of strangers than I have with my own family and friends in the last couple of months. It was a safe place to just feel."

"Whenever I am feeling freaked out or someone yells at me, I remember what my counsellor taught me: Keep my feet on Home Plate. Now I can get through my life and not believe all my fears."

"With your help I have discovered how much creativity and strength I have...

...when I stumbled you caught me.

...when I shined you applauded me.

...when I cried you gave me kleenex & hope.

...when I laughed you laughed too.

I am really glad I had you walking beside me on my journey of self-discovery."

"My ten year journey of despair and hopelessness brought me to a juncture in life. I have worked very hard to regain purpose. Please know you were the pinnacle that brought it all together for me. You

helped me understand my thoughts and feelings and gave me tools for self-care. Now, my love for my son will always be greater than my grief."

"It is you who made my Christmas come true

You wiped my tears.

I have no words to explain

I am speechless

How did you feel my pain and suffering and try to heal it

And you did it

Like a miracle

Thank you so much

I will never forget what you have done for me and the organization who listened and felt our heart and made my kids happy. "





# Get Connected...

## Become a Volunteer...

JFS operates with limited staff but a huge mandate. There are many ways to give time to our programs and services. You may have specialized skills that can help others or maybe you might serve on our Board or a Committee. From raising funds to delivering meals for high holidays, we want to hear from you if you want to get involved.

## Become a Member...

Anyone who contributes \$18 or more to JFS becomes a member of our Society. Your support helps us to better meet Jewish Community needs and those of Greater Edmonton residents. It is a mitzvah... a gift that creates annual membership and entitles you to voting rights at our yearly general meeting. It makes you a community advocate for the services we offer to anyone in need. Your gift also provides leadership and demonstrates why others should also choose to financially support our efforts.

## Offer a Tribute...

There is no better way to honour, remember and recognize the ones you love and appreciate than with a Jewish Family Service tribute card. Tribute cards can celebrate any special event in the lives of those you care about or provide a caring message at the passing of a loved one.

We will send a specialized card recognizing you and the name of whom you chose to honour. You can specify the wording of the card or leave it to us. Please visit our website at [www.jfse.org](http://www.jfse.org) to preview card samples which are currently being expanded to give you greater choice of images.

## Support our Annual Fund...

We recognize that some donors want to see their gifts go to specific activities, but we ask that you make undesignated gifts to JFS whenever possible. This gives us the ability to apply private support to areas of greatest need and have more certainty in what we budget for each year.

## Make a Legacy Gift...

When people consider a planned gift to a charity, we hope they remember JFS. Usually, these come as monetary bequests or gifts of unneeded property. Sometimes gifts of art or jewellery are identified in a will. You can make a lasting impact on your community by making a major gift to JFS to establish a named endowment that will benefit the community in perpetuity. If you have an idea about making a lasting gift, please call us.

## Make Gifts of Appreciated Securities...

Your taxes can also be reduced by charitable work through the sale of publicly traded company shares or stock. In 2007, the Canadian Revenue Agency changed regulations to benefit both the giver and receiver by offsetting taxes if shares are gifted to a registered charity like JFS. Please call us if you require further information.



Please detach and return this portion in the enclosed envelope

## Three Ways to Give

- 1. ONLINE** Donate securely at [www.jfse.org](http://www.jfse.org)
- 2. BY PHONE** Call us at 780.454.1194 and donate by credit card.
- 3. BY MAIL** Fill in this form and send it in the enclosed reply envelope with your credit card information or cheque.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

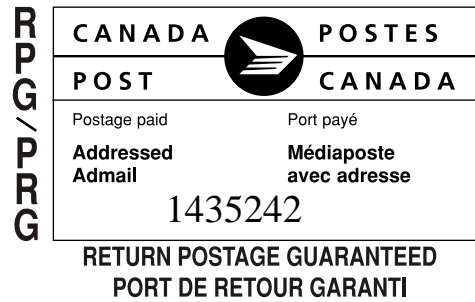
Visa  Mastercard  Amex  Exp. \_\_\_\_/\_\_\_\_

Card No. \_\_\_\_\_

Signature: \_\_\_\_\_

- I would like more information about volunteering. Please call me.
- I/my spouse work(s) for a matching gift company. Please find enclosed the matching gift form.
- I would like information mailed to me about including JFS in my Will, Life Insurance or another type of planned gift.
- I would like to discuss a Gift of Securities to benefit JFS. Please call me.

**Thank You!**



For more information,  
please contact us:



### Jewish Family Services

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Fax: 780.482.4784  
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[www.jfse.org](http://www.jfse.org)

*Charity Registration: 10753 4802 RR0001*