there's something about this place
A Year of Living Up

Three years ago, our professional staff and Board of Directors developed a Strategic Plan as a guide to our success. Each department set measurable objectives to accomplish by the end of fiscal year 2017, focusing on four strategic imperatives:

- Jewish Values
- Member Engagement and Retention
- Operational Excellence
- Financial Stability

These goals were set in place long before we went through the recent “Brand Refresh,” which named our organization “The J” and established our Live Up tagline. Interestingly, our strategic imperatives align perfectly with the foundation of our renewed Brand; a commitment to demonstrating Jewish values to all, in a welcoming and highly professional environment.

To exemplify “Live Up” to our Members and the community, The J operates by a common set of core values. The words we say aren’t enough—it’s our actions that speak the truth:

- Acting with humility
- Treating everyone we greet with kindness and dignity
- Exhibiting integrity—by delivering on our commitments
- Listening to the community
- Having confidence to seek advice
- Having courage to admit when we’re wrong
- Smiling, as it’s contagious

In Ken’s annual address last year, we utilized our own Kansas City Royals as a noble example of an organizational culture with common values which has proven to be its recipe for success. The Royals’ “recipe” is actually quite similar to the way we all want to work and live:

- Treating teammates, staff and customers with respect
- Trusting and believing in each other
- Understanding that it’s about the team’s success, with each teammate playing a role
- Giving recognition and credit where appropriate
- Understanding the importance of inclusiveness and diversity

In 2014 this Royals’ “recipe” helped the team realize their most successful season in three decades, with 2015 following the same set of rules.

These shared values between our fine organizations are a key reason we honored Royals General Manager Dayton Moore as our Community SuperStar Honoree during this year’s highly successful KC SuperStar event. We awarded this title to Dayton not only because the Royals are a winning team, but because of the culture he helped create and sustain. The Royals personify an ethos every organization should strive to establish, one that we pride ourselves on working towards every single day at The J.

Our faithful adherence to these values is proving to be a success for The J. In this past fiscal year of triumphs and transitions, we saw our numbers go up in nearly every category:

- We produced our most successful KC SuperStar event ever, providing needed operational support and continued funding for scholarships
- More than 11,000 attendees enjoyed productions in our beautiful White Theatre
- 400 participants gave it their all in our annual Youth & Adult Triathlons
- We experienced more than 260,000 visits to our Fitness Center
- Enrollment in our J Baseball Program surpassed 1,200 children (more than doubling enrollment in just three years)
- An increased number of families enrolled in J Summer Camps
- And, participants in our Meshugge CrossFit Melee nearly doubled

Of course, all of the above are only numbers. It’s the people behind the numbers that tell the real story. Working together, we intend to blend the best features of our Strategic Plan, our “Live Up” philosophy and the successful “recipes” of organizations like the Royals. The result is a winning formula that will bring out the very best in ourselves, our Members and the community. We’re honored to have you join us on this journey.

Ken Sigman, Board Chair
Jim Sluyter, President & CEO
open to all, proudly guided by Jewish values

“The J provides an environment where our children can grow and learn some of life’s most important lessons; It’s a place where we know the Jewish culture and traditions are being passed on to our future generations, and for that we are forever grateful.”

“The facilities, amenities and programming are top-notch. And The J has a real community feel - very welcoming of all ages, religions, ethnicities. There is something for everyone in the family to enjoy all year round.”

3,500 LUNCHES PREPARED IN THE HERITAGE CENTER EACH MONTH

4,891 PEOPLE ENGAGED IN JEWISH LIFE & LEARNING PROGRAMMING
The J has an energy, a warmth and a feeling of possibility all its own. Maybe it stems from the unparalleled avenues to pursue wellness in mind, body, spirit. Maybe it’s the Jewish values that impact everything we do. Maybe it’s the culture of respect for the individual, whether he or she is Reform, Conservative, Orthodox, “just Jewish,” part of a blended family — or not Jewish at all.

Whatever the reason, one thing is clear:

At the Jewish Community Center of Greater Kansas City, we believe that when Jewish living transcends differences, it creates a positive atmosphere in which good things can happen.

There’s something about The J...

“You can do anything here. You can spend an entire day here with your family and not have a second of boredom.”
we are aspiring people, always moving towards better

“The J might feature community theatre, but they do it with professional theatre style.”

“The J is a great place to be! Your programming is designed to accommodate Members of all ages. You continually strive to be the best that you can be. Keep up the good work.”

“The Child Development Center is top-notch. Wonderful, interactive teachers, creative curriculum and a loving environment combine to deliver a best-in-KC early childhood learning experience.”

9,000+ VOLUNTEER HOURS
REHEARSING + PERFORMING AT THE WHITE THEATRE

931 DANCE/TUMBLING CLASSES HELD THROUGH ENCORE! SCHOOL OF THE ARTS

STANDARDS

9,000+
STANDARDS

VOLUNTEER HOURS
REHEARSING + PERFORMING AT THE WHITE THEATRE

STANDARDS

931 DANCE/TUMBLING CLASSES HELD THROUGH ENCORE! SCHOOL OF THE ARTS
...through wellness

“This program gives me a cadence, a reason to be. It has encouraged and enriched my life. The cardio class alone has made me stronger and healthier, and mentally stronger than I have been in 10 years. I owe a huge debt of gratitude to the Heritage Center.”

...through opportunities

“I want to thank you for the incredible opportunity you gave my son last night to sing his heart out. Every one of the contestants was absolutely amazing!”

...through the arts

“The dance programs have been fun and enjoyable as well as a great learning experience.”

...through new experiences

“Our girls have formed great friendships in the After-School Care program, ones I know will last for many years to come.”

...through generosity

“The J Camp experience was a great one for our 6-year-old son. He had fun, greatly improved his swimming skills, tried archery and other activities and loved the science workshops and field trips. Our son has some special needs and The J Camp, through a grant and a small extra charge to the cost of his Camp experience, provided a paraprofessional, who helped build our son’s social skills and kept him on track this summer. We would highly recommend this program.”

At The J, we strive to create a community where your opinions and comments are valued. Quotes in the Annual Report were provided voluntarily by Members and program participants. If you have a comment or feedback about The J, we’d love to hear from you. Contact Jim Sluyter, President + CEO, at jims@thejkc.org.
Tikkun Olam ("repairing the world"), means a warm welcome at our door

"Thank you for making The J a place to come home to."

"Seeing children come in for lessons and those who come to work with a paraprofessional reminds me of the goodness of The J."

75,000 MINUTES OF FUN ON THE PLAYGROUND BY KIDS AT OUR CHILD DEVELOPMENT CENTER

35 # OF AWARDS + NOMINATIONS RECEIVED BY THE 8 FILMS SCREENED AT THE 2014 JEWISH FILM FESTIVAL
Thank You to Our Major Contributors

Abe & Anna Bograd Memorial Trust
Alliance for Lupus Research
Ace Allen & Donna Oberstein
Janet Agron
ANB Bank
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Max & Irene Wurzburger
Wilk Family Philanthropic Fund*
Wireless Lifestyle
Mark & Janet Yagan
Michael & Karen Zedek
and many anonymous donors

Gifts received in the amount of $2,000 or more from 10/1/2014 — 9/30/2015
*Denotes philanthropic funds of the Jewish Community Foundation of Greater Kansas City
**Denotes philanthropic funds of the Greater Kansas City Community Foundation
transformed by the community and transforming for the community

“The opportunity to participate in tons of activities is unlike any other place - my daughter is enjoying karate, music lessons, dance, tumbling, swimming & cooking class - all during her week at preschool. We love not only the quality of programming, but also the convenience.”

“With the free classes and discounts on children’s swim lessons that we receive with our J membership, we actually saved money by switching from an individual membership at another gym and getting a family membership at The J.”

625,000 YARDS SWAM BY MASTERS SWIMMERS IN OUR POOLS

2,045 # OF WEEKS CAMPERS ENROLLED AT J CAMP THIS SUMMER
2014 - 2015 Financials

Operating Income

- Federation/United Way: 5% (485.2)
- Contributions & Grants: 14% (1,372.6)
- Dues: 25% (2,452.0)
- Program Fees: 51% (4,947.6)
- Other: 5% (515.8)

Total: 100% (9,773.2)

Operating Expenses

- Scholarships Granted: 3% (338.7)
- Admin Expenses: 10% (992.5)
- Building Rent: 10% (978.0)
- Program Expenses: 16% (1,524.7)
- Salaries & Benefits: 61% (5,877.7)

Total: 100% (9,711.6)

Operating Performance

- 2011-12 Actual: 40.6
- 2012-13 Actual: 54.9
- 2013-14 Actual: 86.7
- 2014-15 Projected: 61.6

Endowment and Board Designated Funds Used for Operating

- 2011-12 Actual: 147.0
- 2012-13 Actual: 105.0
- 2013-14 Actual: 218.9
- 2014-15 Projected: 410.1

Endowment and Board Designated Funds

- Sept. 2011: 7,652.8
- Sept. 2012: 8,870.0
- Sept. 2013: 9,833.0
- Sept. 2014: 10,384.4
- June 2015: 10,648.1
leverage at The J

2014-2015 Officers
Ken Sigman, Chair
Ace Allen, First Vice-Chair
Mark Bohen, Vice-Chair Leadership
Robin Sterneck, Vice-Chair Fund Development
Michael Liss, Treasurer
Andew Kaplan, Secretary
Gary Weinberg, Immediate Past Chair

2014-2015 Board of Directors
Greg Azorsky          Caryn Mandel
Sandra Berman         Rod Minkin
Amy Cohn              Alana Muller
Mitch Gold            Alan Myers
Rich Hastings          Sheldon Singer
Richard Jacobson     Eva Lipner Sokol
Kurt Kavanaugh        Robert Tanenbaum
Joe Krashin           Connie Zack
Seth Leibson

We’re proud of our impact on families, individuals and the community. Yet membership and program fees account for only a portion of the funds required to offer our services. The generous support we receive from the corporate community, foundations and individuals helps all of our programs at The J. Thank you for your continued support.

For more information about volunteering, or to make a financial contribution, please contact Alley Franke at (913) 327.8001 or alleyf@thejkc.org.

Jewish Community Center of Greater Kansas City
5801 W. 115th Street
Overland Park, KS 66211 theJKC.org