



JFCS

STRENGTHENING LIVES
SINCE 1855

Architecture of a New JFCS Service Model

April 30, 2018



How Innovation Created a New Service Model for JFCS

Innovation



Clients
Volunteers
Donors



Planning for our Future



Strategic plan – why are we here and why do we exist?

Improve the financial stability of low-income and working families and individuals

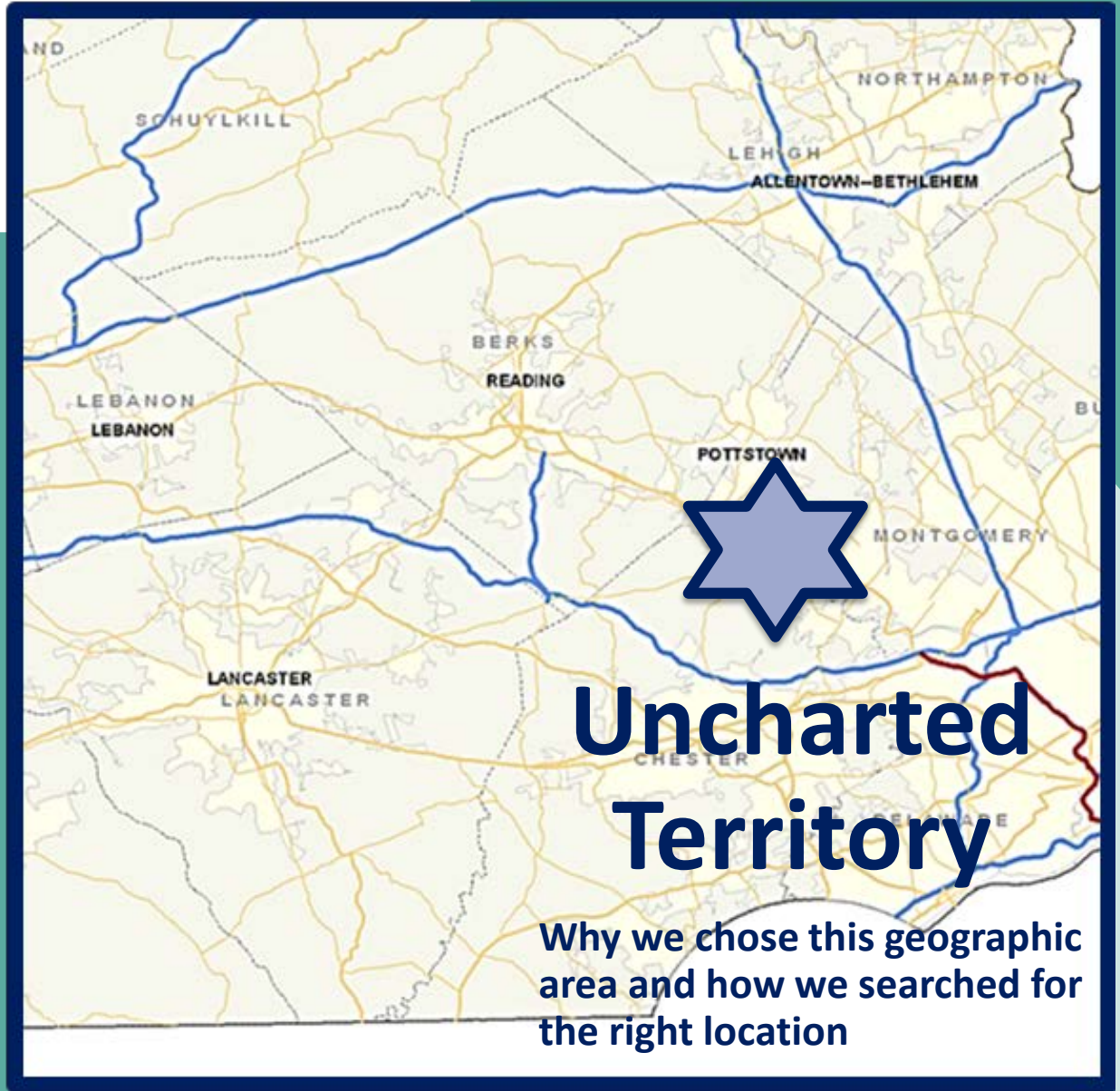
Promote and support the healthy growth of and development of children, teens, and families

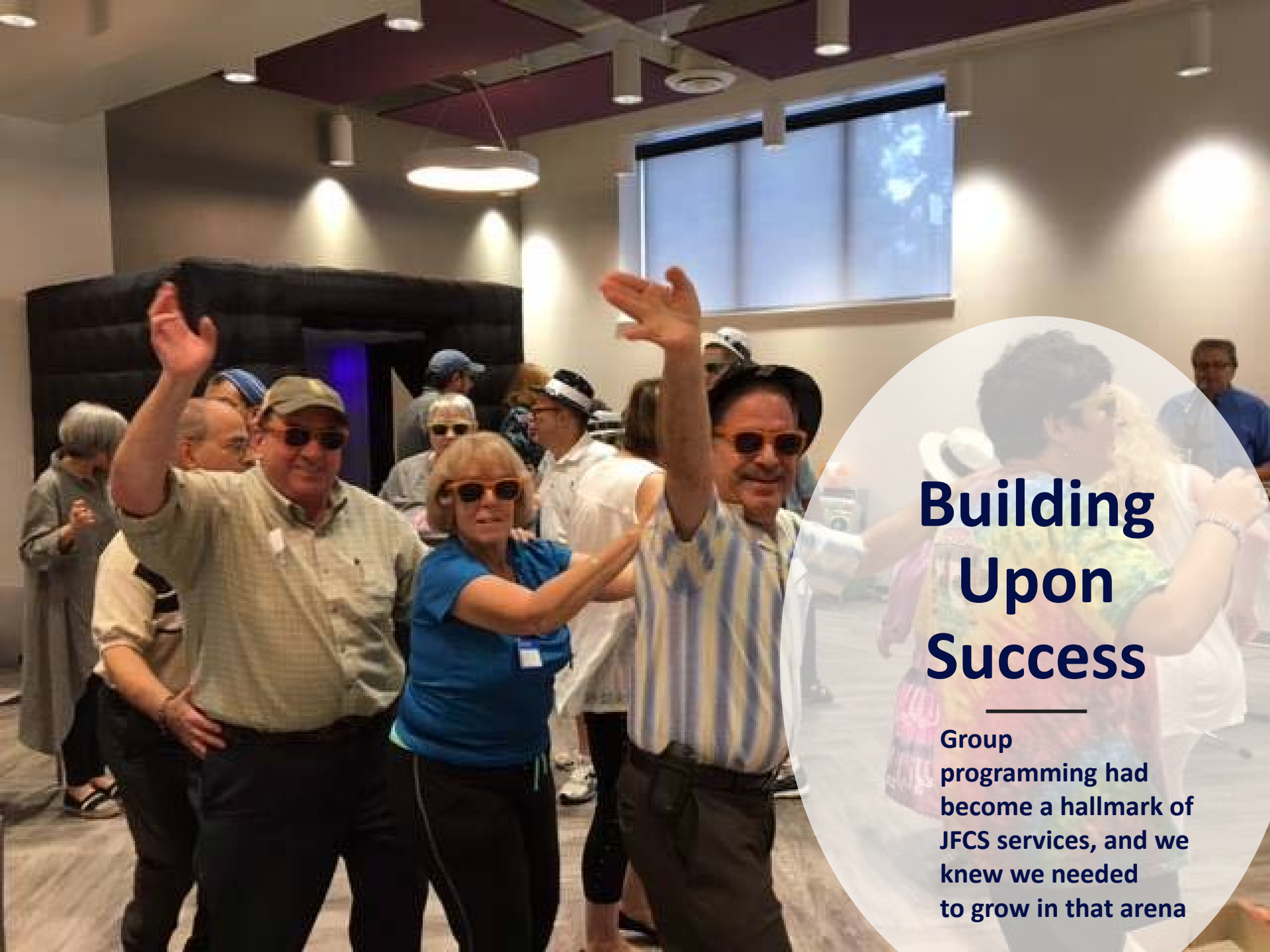
Help vulnerable older adults and people living with disabilities to live with dignity and independence

Connect people in need and their caregivers with services, information, and community

Montgomery County

Main line Area





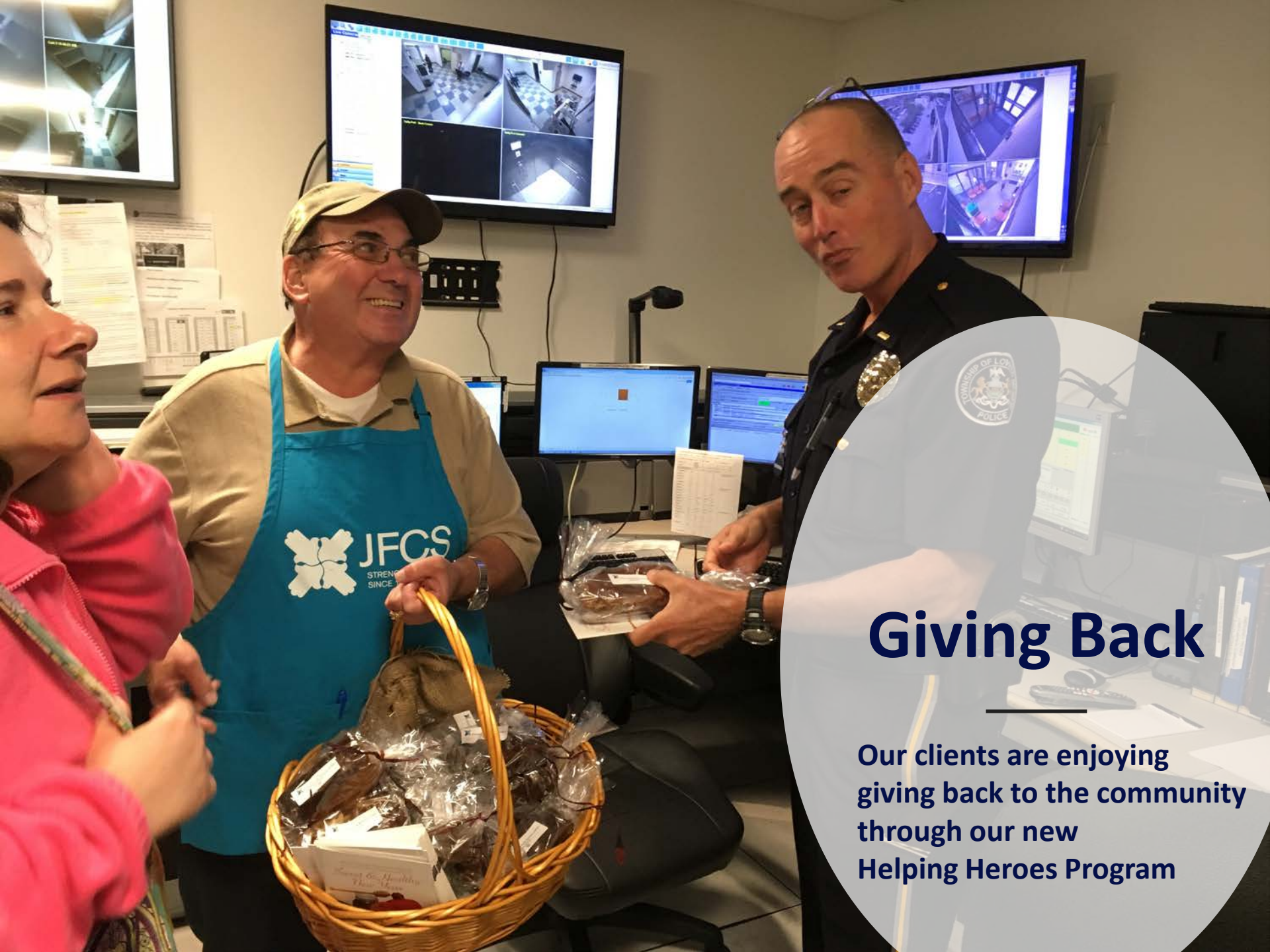
Building Upon Success

Group programming had become a hallmark of JFCS services, and we knew we needed to grow in that arena



Inclusivity and Community Engagement

Clients who are isolated and families who want hands-on volunteer opportunities come together in our space on a regular basis for inclusive programming



Giving Back

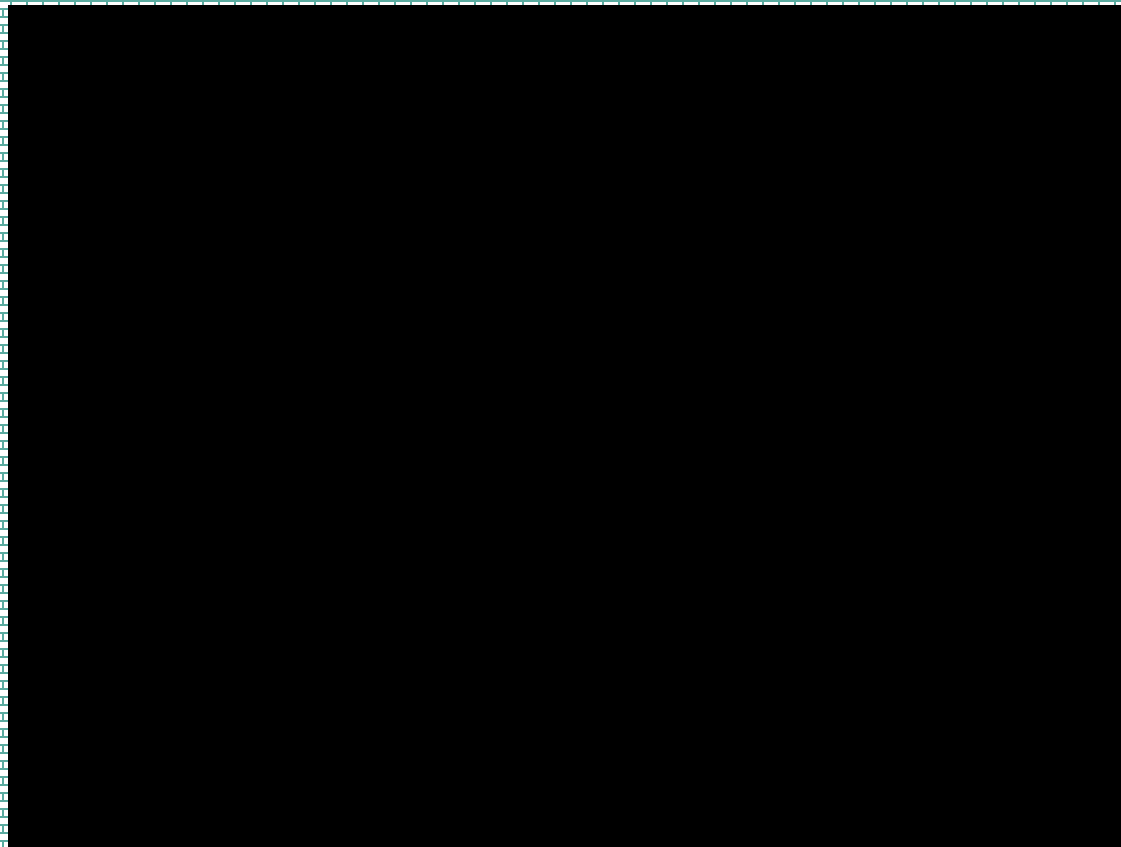
Our clients are enjoying giving back to the community through our new Helping Heroes Program

Stretching Our Muscles

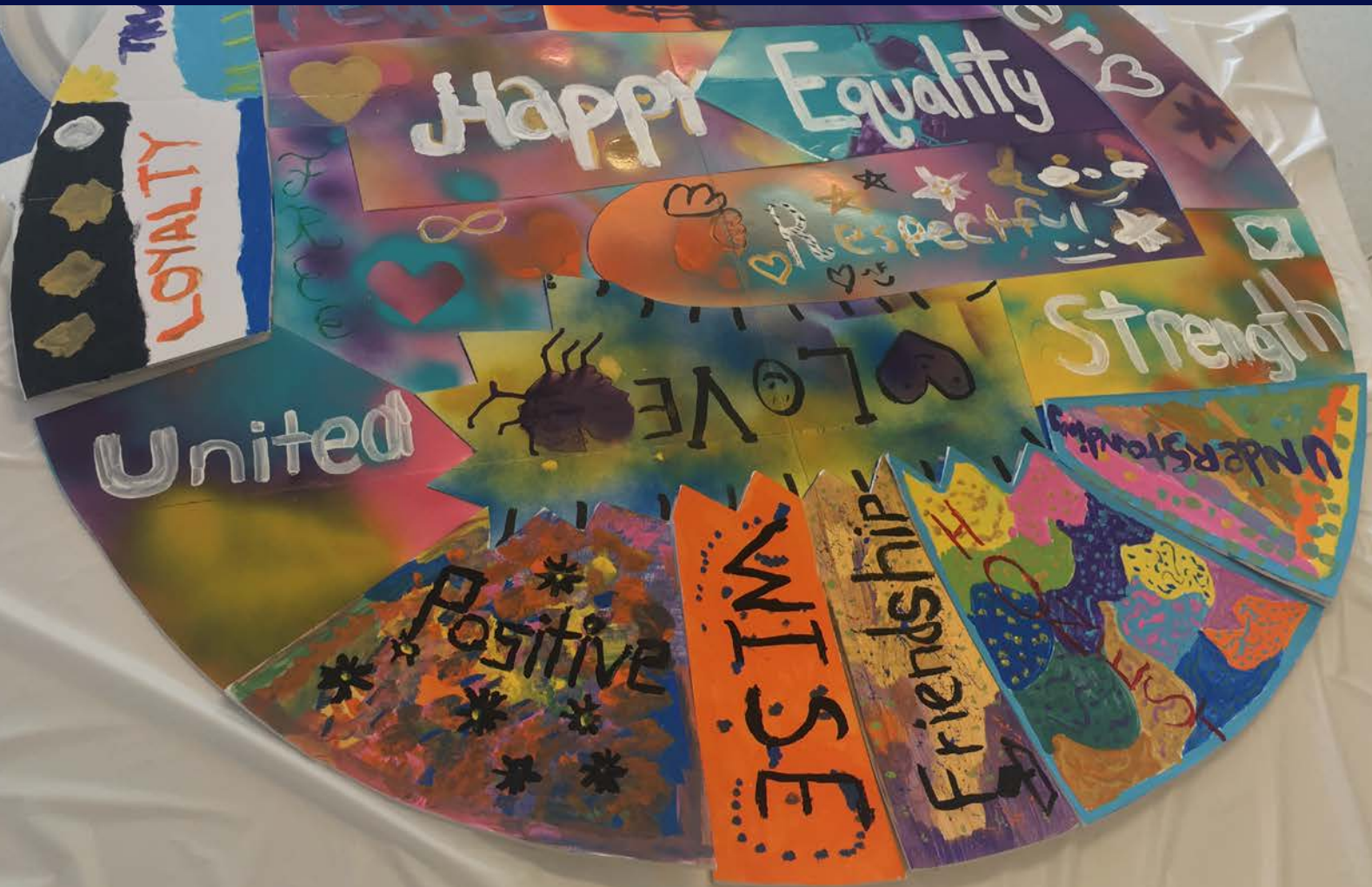
New and enhanced programming:
teaching kitchen, art studio,
parenting discussions,
children's den,
financial empowerment center



From Bricks and Mortar to a Home



The Essence of The Brodsky Center



In-Joy Holiday Programming



Bloom Program



FLO Programming



Work Ready Program





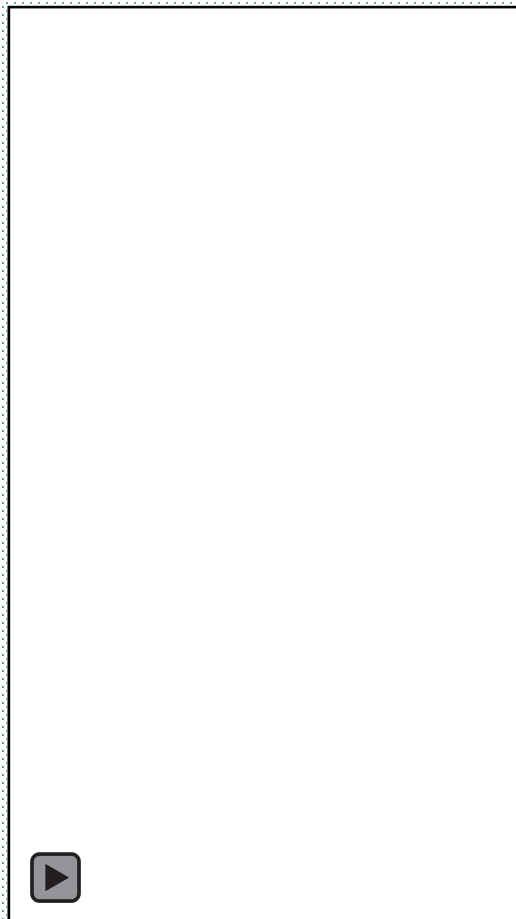
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JFCS Hosts Financial Date Night



Maven's Club





How Innovation Positioned JFCS for Long-Term Sustainability

Strategic Thinking Behind Building A New Site

- Home environment for our clients
- JFCS changes with the changing needs of the community
- Expansion Campaign VS Capital Campaign





Visibility
vs
Invisibility

Community
is Paying
Attention

Hands-on
Experiences

Need
vs
Needy

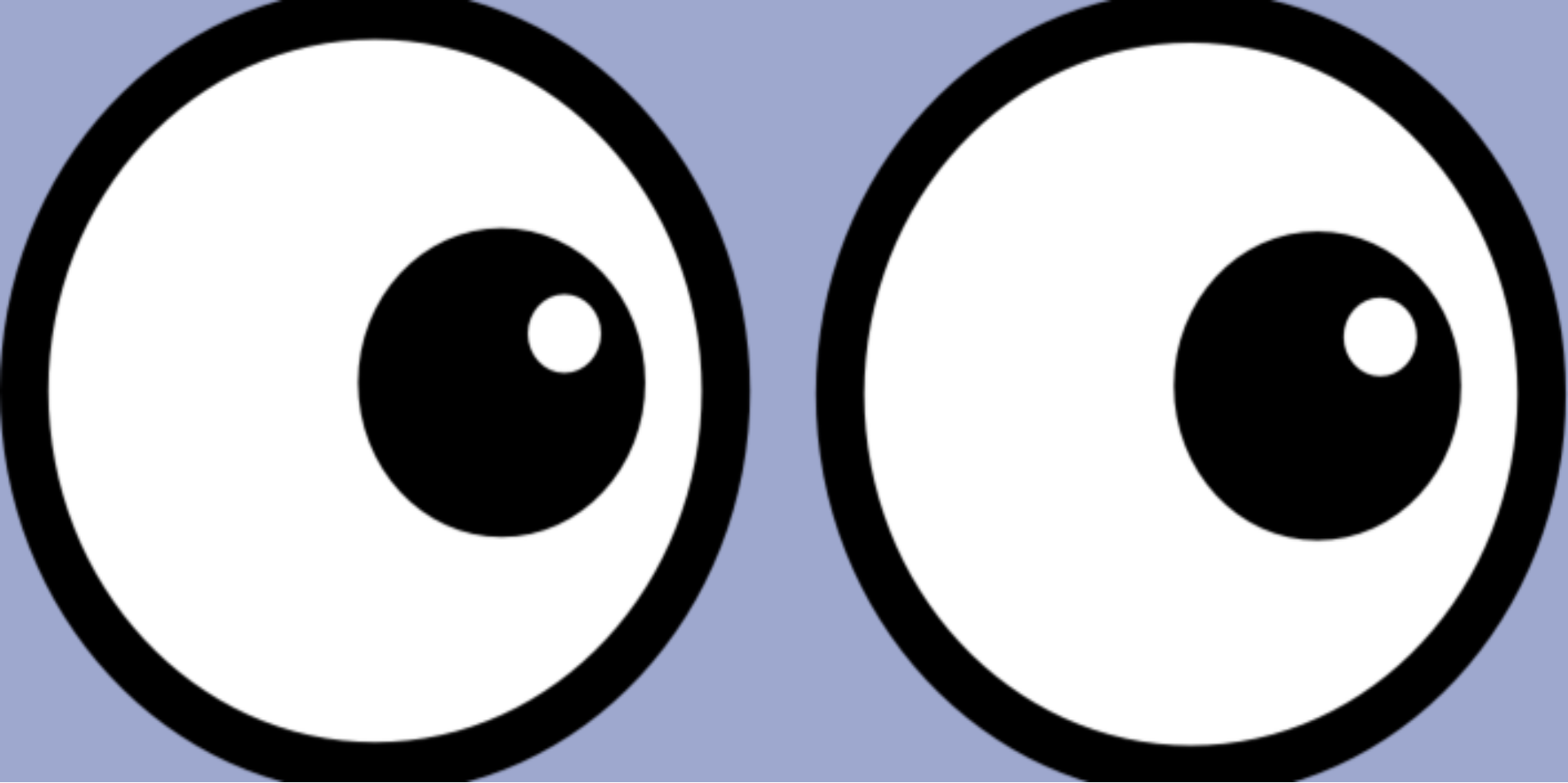
Thought
Leaders

Expanding
Clientele

Board
Engagement

The Brodsky Center

**Bi-Products of Building
The Brodsky Center**



Visibility VS Invisibility

Community engagement VS services behind closed doors



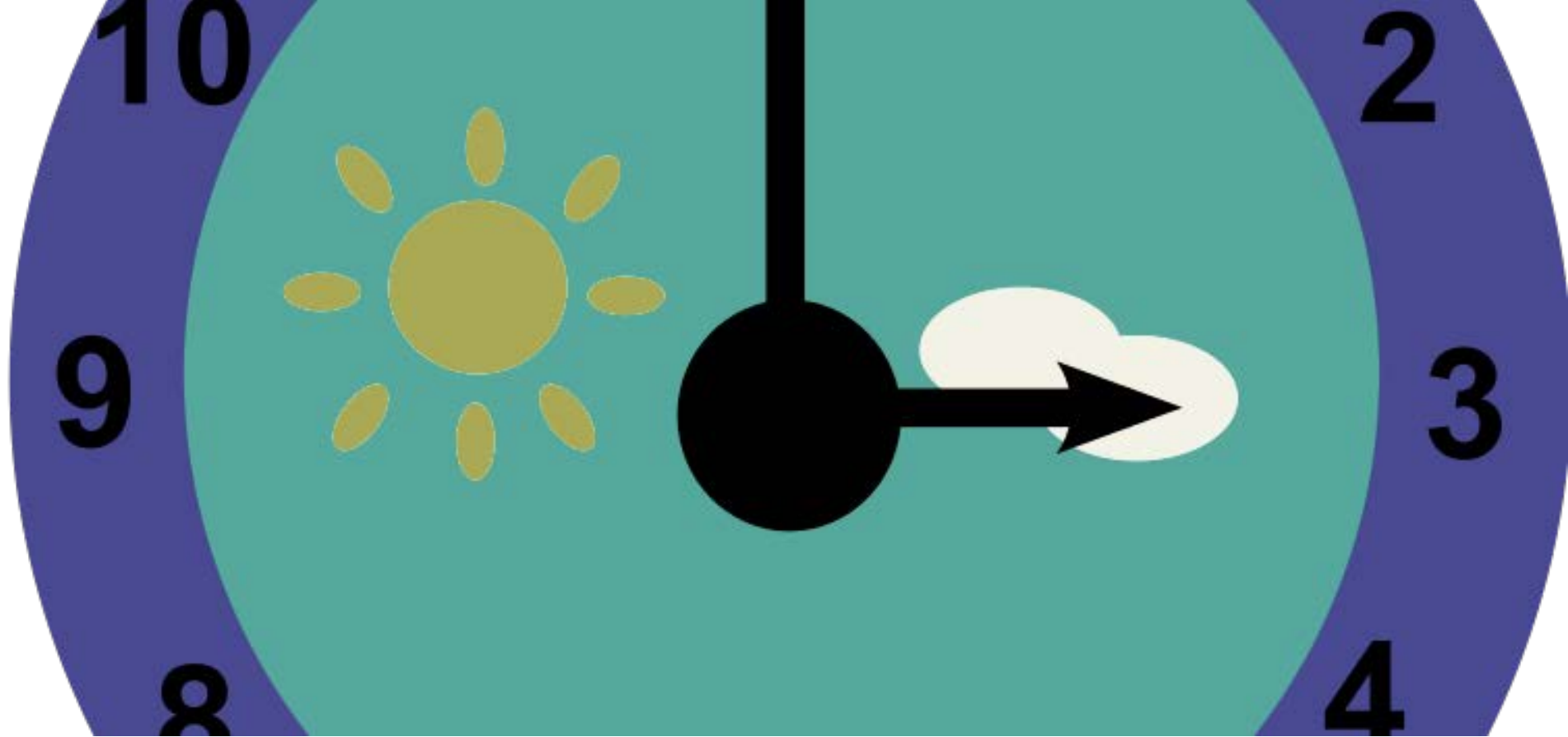
The Community is Paying Attention

Selective attention and selective retention



Hands-On Volunteer Experiences

Individuals and families can experience their giving



Needy VS In Need

Demonstrating value to the community at large



Positioning JFCS Experts As Thought Leaders

Lectures and arm-chair discussions on life issues



Expanding Our Clientele

New client populations



Board Engagement

Invested and Re-invigorated



Relationship
with Lead
Donor

New
Fundraising
Initiatives

Hands-on
Volunteer
Opportunities

Awareness
Building
Programming

Mission-
Aligned
Partnerships

School
Engagement

Mission-
Aligned
Rental
Revenue

The Brodsky Center

Anecdotes of Success



Anecdotes of Success

Relationship with lead donor



Anecdotes of Success

New fundraising initiatives



Anecdotes of Success

Hands-on volunteer opportunities



Anecdotes of Success

Awareness building programming



Anecdotes of Success

Mission-aligned partnerships



Anecdotes of Success

School engagement



Anecdotes of Success

Mission-aligned rental revenue



How a New Service Model is Being Evaluated for Impact

JFCS' Approach to Evaluation

- Under the direction of the vice president of operations
- One dedicated associate who is an expert in data
- Partnerships with program directors



Four Goals of JFCS



Improve the financial stability of low-income and working families and individuals

Help vulnerable older adults and people living with disabilities to live with dignity and independence

Promote and support the healthy growth of and development of children, teens, and families

Connect people in need and their caregivers with services, information, and community

Evaluating the Brodsky Center

- Programs that occur at the Brodsky center all contribute in some way to meeting the 4 goals
- The Brodsky Center also has its own unique set of goals
 - Create and enhance a sense of community
 - Reduce social isolation for vulnerable populations
 - Increase the life skills of those we serve
- Increase knowledge around healthy behaviors



Program Example: Helping Heroes

- **Problem - PLWD clients struggle to plan and make healthy meals**
- **Intervention - Helping Heroes teaches kitchen skills and meal planning while providing a sense of purpose**
- **Intended Results- Participants can adapt the skills and knowledge learned into planning and preparing healthy meals in their homes**



Program Example: Helping Heroes



**Goal 1:
Clients
will foster
healthy
eating
habits**

- **Objective 1.1:**
 - A. Clients will increase their knowledge of healthy eating within 3 months
 - B. Evaluated using self-reporting survey and clinical observation every 4 months
- **Objective 1.2:**
 - A. Clients will eat salad at least once a week at home/on their own
 - B. Evaluated using self-reporting survey and clinical observation/questioning every 4 months

Program Example: Helping Heroes



**Goal 2:
Clients will
foster a
sense of
community**

- **Objective 2.1: Clients will feel more a sense of community**
 - A. Evaluated using a client satisfaction survey
- **Objective 2.2: Clients will participate in program at least 3 times a month**

Program Example: Helping Heroes



**Goal 3:
Clients
will
reduce
isolation**

- **Objective 3.1:
A. Clients will
increase
their score
on social
anxiety scale**

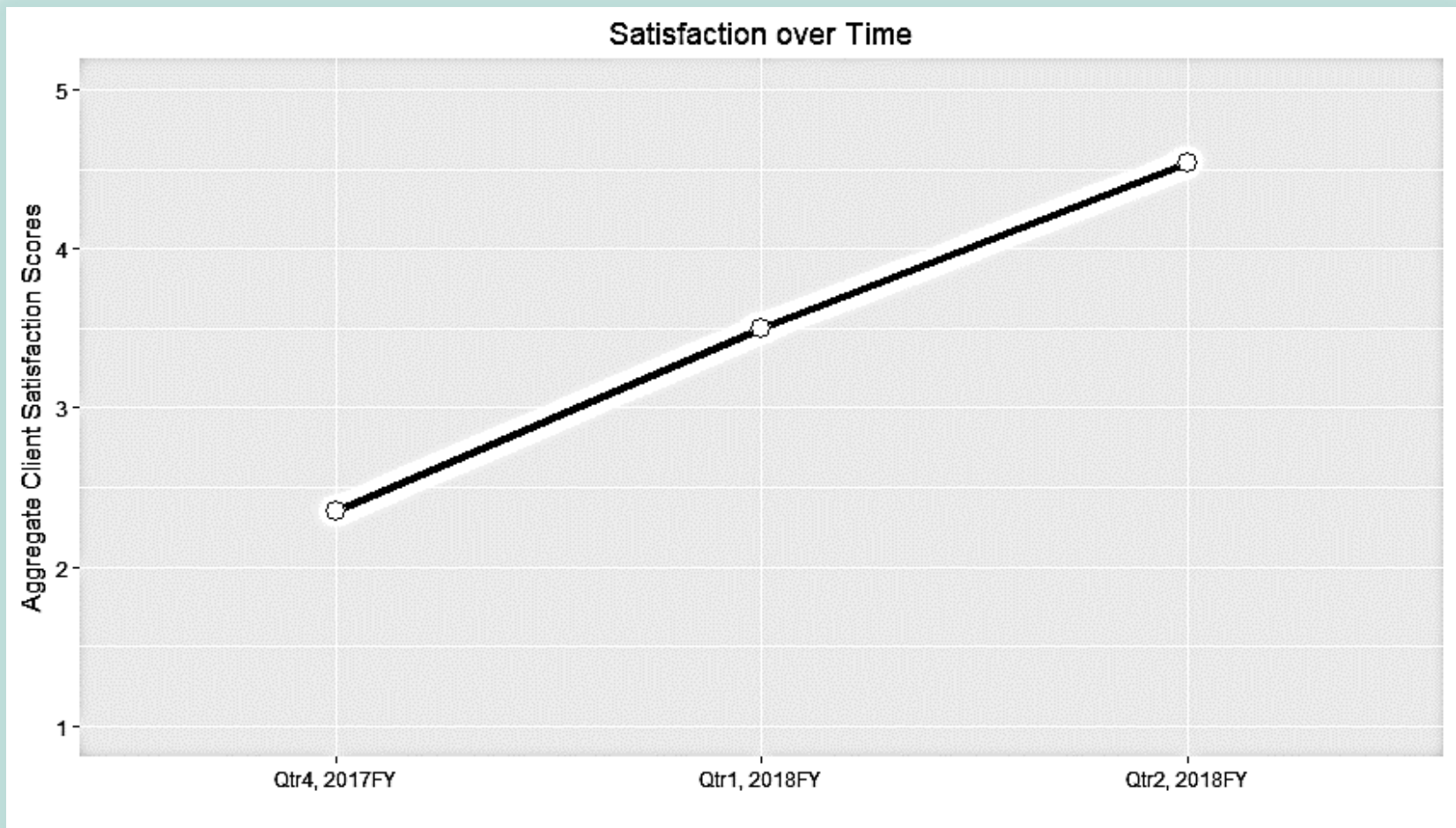
Program Example: Helping Heroes



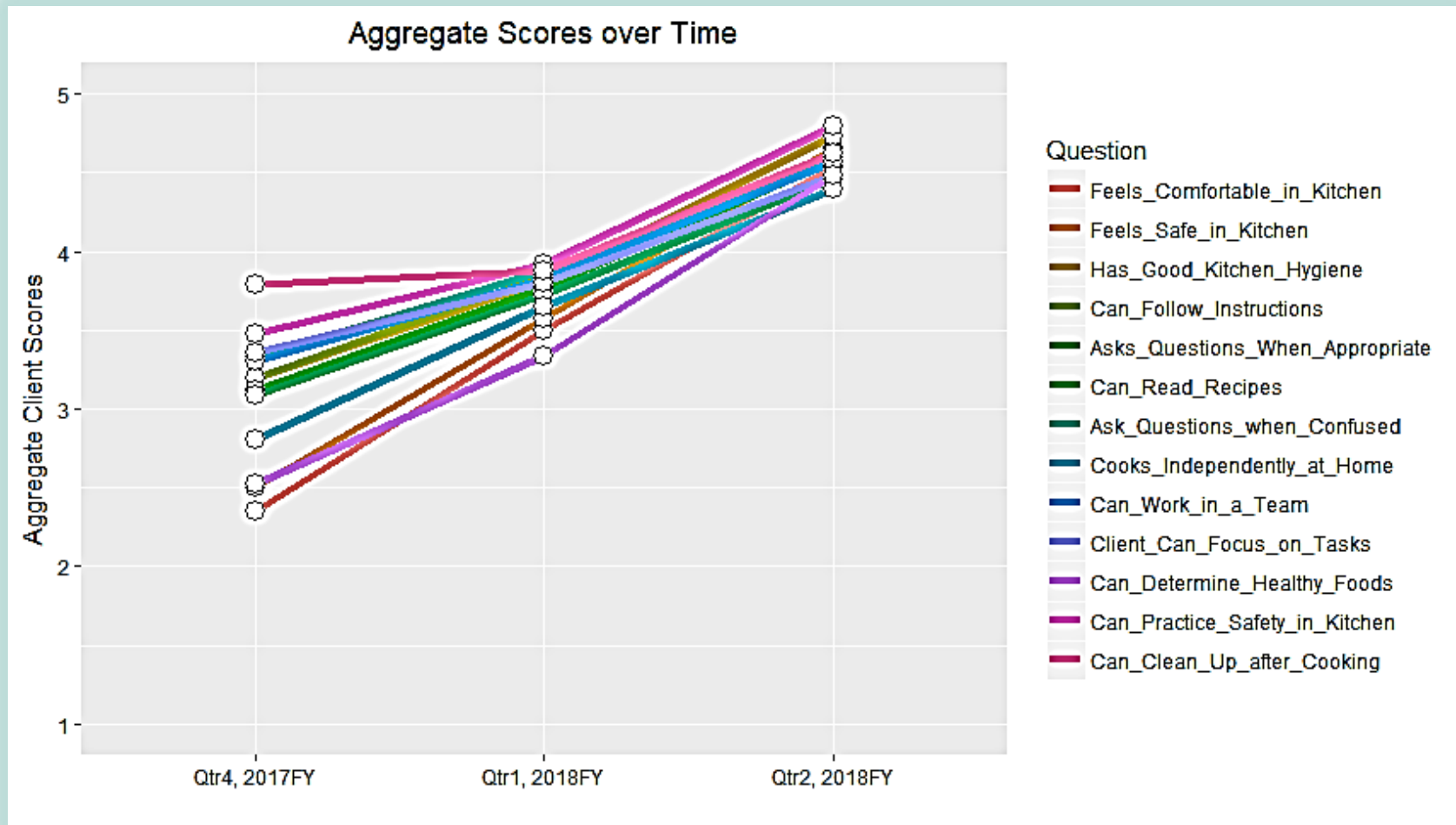
**Goal 4:
Clients will
be able to
duplicate
recipes in
their
homes**

- **Objective 4.1:**
A. Clients will increase their kitchen skill score
- **Objective 4.2:**
A. Clients will increase their ability to follow a recipe
- **Objective 4.3:**
A. Clients will make at least one recipe a week in their homes

Program Example: Helping Heroes



Program Example: Helping Heroes





How Organizational Growth Intersects Between the Current and the New



JFCS Programs



Child Welfare

Holocaust Survivors Program

Open Arms Adoption

Education and Outreach

Individual and Family Services

LGBTQ Initiative

Ma'oz Orthodox Outreach



JFCS Offices



Center City Philadelphia

North Philadelphia
48% of staff located at this site

Elkins Park
Eastern Montgomery County

Northeast Philadelphia

The Brodsky Center: Bala Cynwyd
Montgomery County

Embracing Change



“What if we don't change at all ...
and something magical just happens?”

*TO CHANGE OUR PLACE IS TO
CHANGE OUR FORTUNE –
TALMUD ROSH HASHANA 16B*

Program Development

Resources

Time

Staffing

Why use this space?

Proximity to clients

Transportation

Case Study: Summer Work
Ready

Embracing Change



Hoteling

Credible

Laptops

Iphones

Adapting for other offices

Responding to Community

Identification of needs

Organic; data driven

Who's turf is it?

A therapeutic lens

Security vs. Welcoming space



Lessons Learned



**KEEP
CALM
BECAUSE
EVERYTHING
CHANGES**

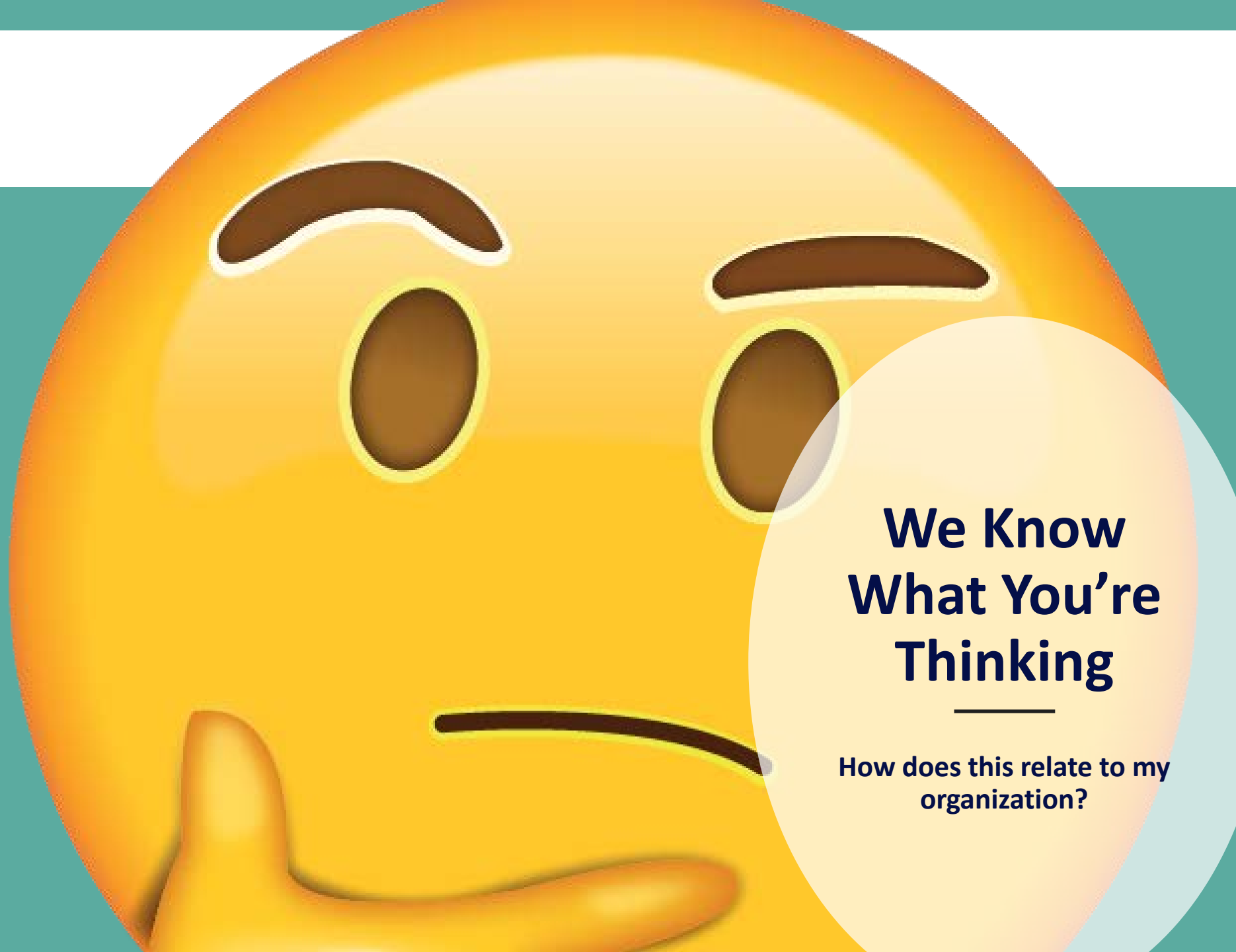
Agency Culture

Task Force

Flexibility

Planning

Communication



We Know What You're Thinking

**How does this relate to my
organization?**



How Innovation Created a New Service Model for JFCS

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How Innovation Positioned JFCS for Long-Term Sustainability

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How a New Service Model is Being Evaluated for Impact

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Thank You!