Architecture of a New JFCS Service Model
April 30, 2018
How Innovation Created a New Service Model for JFCS
Innovation

Clients
Volunteers
Donors

Sustainability
The Brodsky Center
Community Connection
Impact

jfcsp Philly.org
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
Uncharted Territory

Why we chose this geographic area and how we searched for the right location
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
Bloom Program
FLO Programming
JFCS Hosts
Financial Date Night
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
The Brodsky Center

Visibility VS Invisibility
Community is Paying Attention
Hands-on Experiences
Need VS Needy
Thought Leaders
Expanding Clientele
Board Engagement

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
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
- 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
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

Satisfaction over Time

Aggregate Client Satisfaction Scores

Qtr4, 2017FY
Qtr1, 2018FY
Qtr2, 2018FY
Program Example: Helping Heroes

Aggregate Scores over Time

<table>
<thead>
<tr>
<th>Question</th>
<th>Color</th>
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<tbody>
<tr>
<td>Feels_Comfortable_in_Kitchen</td>
<td>Red</td>
</tr>
<tr>
<td>Feels_Safe_in_Kitchen</td>
<td>Brown</td>
</tr>
<tr>
<td>Has_Good_Kitchen_Hygiene</td>
<td>Orange</td>
</tr>
<tr>
<td>Can_Follow_Instructions</td>
<td>Green</td>
</tr>
<tr>
<td>Asks_Questions_When_Appropriate</td>
<td>Blue</td>
</tr>
<tr>
<td>Can_Read_Recipes</td>
<td>Pink</td>
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<tr>
<td>Ask_Questions_when_Confused</td>
<td>Purple</td>
</tr>
<tr>
<td>Cooks_Independently_at_Home</td>
<td>Cyan</td>
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<tr>
<td>Can_Work_in_a_Team</td>
<td>Black</td>
</tr>
<tr>
<td>Client_Can_Focus_on_Tasks</td>
<td>Magenta</td>
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<tr>
<td>Can_Determine_Healthy_Foods</td>
<td>Yellow</td>
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<tr>
<td>Can_Practice_Safety_in_Kitchen</td>
<td>Gray</td>
</tr>
<tr>
<td>Can_Clean_Up_after_Cooking</td>
<td>White</td>
</tr>
</tbody>
</table>

Axes:
- X-axis: Qtr4, 2017FY, Qtr1, 2018FY, Qtr2, 2018FY
- Y-axis: Aggregate Client Scores (1 to 5)
How Organizational Growth Intersects Between the Current and the New
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

- 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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Thank You!