



2010-2011

# Annual Report

Addison-Penzak  
**JCC**  
Silicon Valley  
Levy Family Campus



# Reports from the Chair and the CEO

## FROM THE CHAIR

Dear Friends,

Each of us, members, staff, volunteers, directors are here at the “J” to answer a calling. We strive, in our own way, to give something to our community. Be it a desire to create a sense of Jewish identity, to bring those of different faiths together, to expose members of the community to differing aspects of Jewish culture, to help those who are uncomfortable in a gym setting to overcome that discomfort, to allow young and old a place to exercise and play, or even to allow the Jerusalem Stone structure that is our home away from home to quietly state to those who have historically stood up against us: “We are here.” Whatever our individual reasons for participating in this vibrant community our collective efforts have created a beautiful cornerstone for what often feels like a regional neighborhood. We have fostered a feeling of neighborly closeness in a valley that is decidedly disjointed. Our over 4000 members, from every conceivable background and faith, continue to enjoy coming here, to participate in that part of the community that appeals to them.

There is much to find appealing here. The laughter of children can be heard in the halls during the day. Touching stories of connections between our youngest and oldest members filter out of our celebrated Grandpals program. Accomplishment and vigor is evident from our many gym members and the outstanding achievement that our award-winning fitness center evokes. Newfound connections are formed between American and Israeli students who participate in the JCC Maccabi Games program. We find wonderful moments of realization and awareness result from our numerous social and educational offerings through the JCC’s Center for Jewish Life and Learning, while new friendships are formed through our numerous social events for seniors and young people alike. The list goes on and on. The reason our “J” touches so many people in a positive way is because of our collective work here. Because you have answered your calling – whether as volunteer, donor, employee, or member. You have all chosen to participate in this incredible endeavor. You, and all of our friends here at the JCC can be very proud of what you have built and what you are now committing to sustain.

There is much work to be done in the years ahead. But for today, please take a moment and enjoy your accomplishments.

Sincerely,

*Allonn E. Levy*  
Chair, Board of Directors



**Allonn Levy, Chair**

## FROM THE CEO

Dear Members,

This has been an eventful year for the APJCC. The agency was able to eliminate its debt to the Jewish Federation for build-outs at the time of construction as well as pay off lease-to-own obligations to furnish the new JCC. It has taken six years to accomplish this and through strong financial management under the direction of CFO Steve Hong and fiscal oversight by an active Finance Committee, the agency has been able to have operating surpluses the past three years to pay off these capital obligations.



**Hal Bordy, CEO**

Program areas have grown dramatically and thank you to an excellent staff who have looked to producing outstanding programs and services in a warm and supportive environment to make the member’s experience at the JCC exceptional. This commitment to excellence and the enthusiasm of a staff that now numbers almost 200 people has made us flourish. The outstanding services of the Wellness and Aquatics Department, the thousands served by the Center for Jewish Life and Learning, a Preschool unequalled in continuous full enrollments because of its reputation for a nurturing developmental approach to early childhood, our very successful summer day camp experience, along with many other programs, have put this JCC on the map for best practices and programs of continental recognition.

Looking forward to this next year, the JCC Board is committed to developing a sound financial base for continued services to the community while program centers will continue to develop and grow. Six years ago the APJCC’s budget was \$1.6 million. Today it is \$7.4 million and all but 2% of that budget is from the agency’s own sources. Thank you to all of you who have participated, joined and given philanthropically so that the APJCC can do our community proud.

Sincerely,

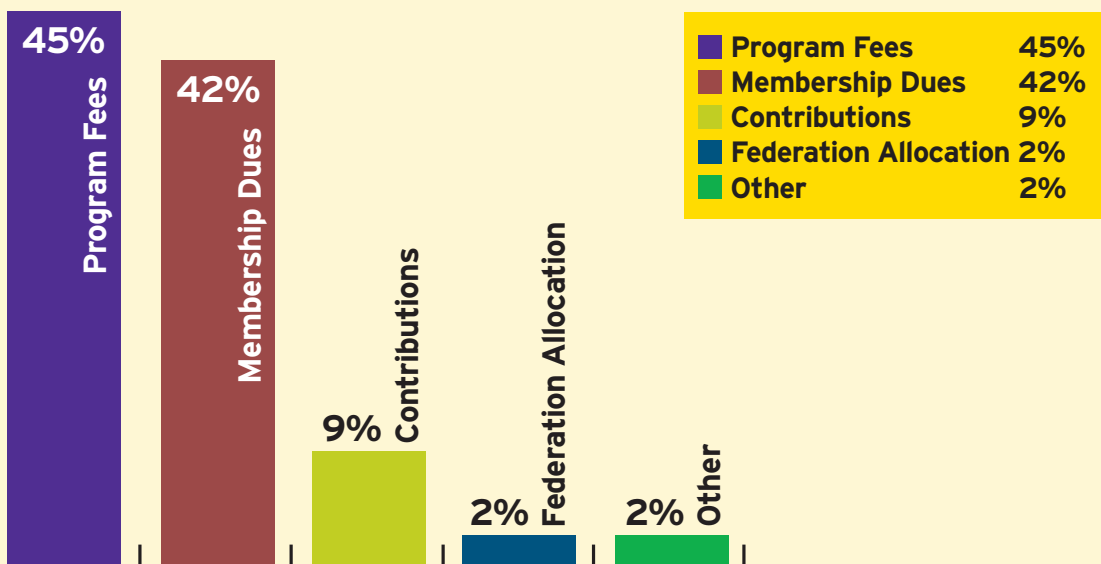
*Hal Bordy*  
Chief Executive Officer

# Financial Summary

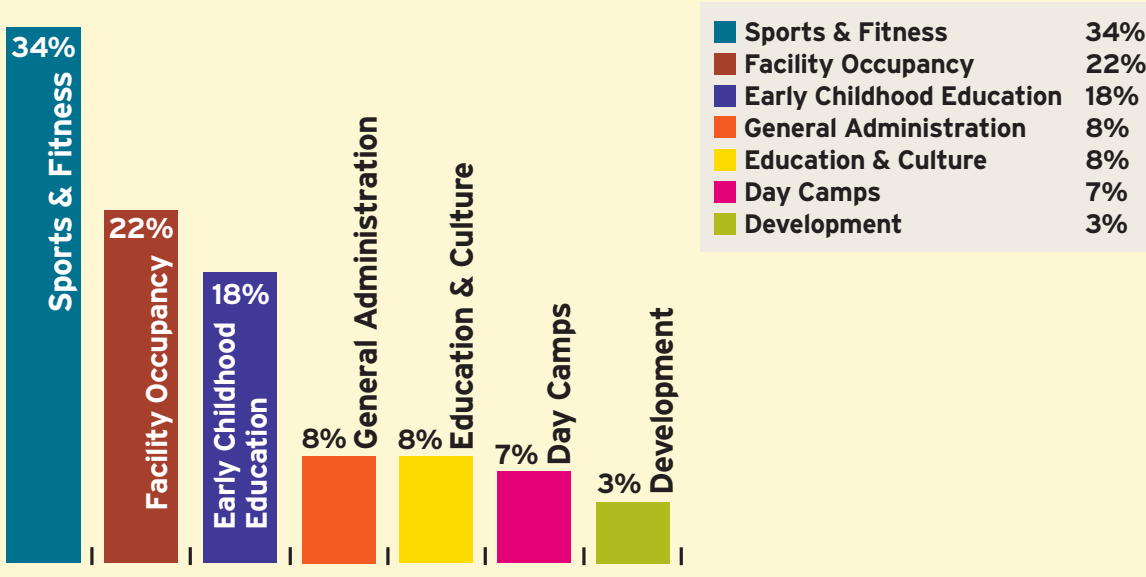
In the 2010-11 fiscal year, the APJCC Silicon Valley operating budget totaled approximately \$7.4 million (based on unaudited figures). Revenue increased slightly year over year, compared to the 2009-10 operating budget of approximately \$7.1 million. A slight dues increase went into effect in January 2011. Membership remained stable.

The charts on this page are designed to provide an overview of the JCC's budget: where revenues come from and how they are spent. A complete audited financial report will be available in November 2011.

## APJCC Income Fiscal Year End 2011



## APJCC Expenses Fiscal Year End 2011



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2010-11

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A beneficiary of the  
Jewish Federation  
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Jewish Federation  
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The APJCC is proud to be supported by the Koret Taube Initiative on Jewish Peoplehood, presenting educational and cultural programs that explore Jewish heritage, identity, and community.



KORET  
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TAUBE  
FOUNDATION  
FOR JEWISH LIFE  
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In affiliation with



## OUR MISSION

The Addison-Penzak Jewish Community Center Silicon Valley is dedicated to the enrichment of Jewish life by providing for the social, cultural, educational and recreational needs and to serve as the common meeting place of the entire Jewish and general community.



# APJCC Departments at a Glance

## Early Childhood

Preschool enrollment remained at full capacity with 162 children, while enjoying a 94% retention rate. Due to the economy, scholarship requests increased 40%. Parents were instrumental in helping the preschool become a pilot preschool for Project Cornerstone, a volunteer-run, literature-based values education program that dovetails beautifully with the An Ethical Start program already in place for our pre-K children. A wide array of enrichment classes continued to be offered, with enrollment near capacity.

## Children & Teens

The Youth Department expanded its offerings this year, with additional circus and gymnastics programming, as well as new classes including Yoga Kids and Youth Martial Arts. The APJCC Dance Academy grew to over 100 students, and added programming for teens and adults as well as for children. APJCC Summer Camp flourished, serving approximately 800 children. The Teen Department's Kick-Off Dance and Yom Ha'azmaut Dance saw around 350 teens each. The teen lounge got a makeover and began offering daily community service opportunities for teens. The JCC's largest teen delegation ever participated in the JCC Maccabi Games in Denver and Baltimore, and JCC teens also participated in JCC Maccabi Artsfest for the second time, in Marin.

## Adults & Older Adults

The JCC offered a variety of enrichment classes for adults and older adults, including mah jongg classes and tournaments, art history, and safe driving. It also continued to support interest groups such as Current Events, Duplicate Bridge, and the Jewish Widows, Widowers & Senior Singles Group. The popular Senior Shabbat Lunch program continued to be offered one Friday per month, featuring music and dance performances, lectures and films in addition to the catered hot lunch. The JCC also offered regular casino trips and trips to the theater and museums.

## Center for Jewish Life & Learning

The Center for Jewish Life and Learning continued to grow, offering programs such as the second annual Jewbilee day of learning, the Mesibah children's program celebrating Jewish holidays, and the first annual Silicon Valley Jewish Music Festival, as well as lecture series, visiting authors, adult education courses, holiday programs, and a series of Jewish family education programs.

## Sports and Fitness

The number of visits to the Fitness Center remained steady with more than 200,000 visits in the year. However, many areas of paid programming saw substantial growth: the number of Group Swim Lessons users increased by 25%, Pilates Reformer sessions increased by 25%, and Personal Training sessions increased by 9%. These increases can be attributed to efforts by the Fitness staff to connect more members to programs of interest to them, and as demonstrated by 18% more members participating in their Health Fitness Orientation this year. The new Spa Department (formerly Massage Department) expanded its services to include pampering spa nights. The Aquatics Department ran additional winter programs including Lifeguard Training Classes and Group Swim Lessons. Other new programs offered by the Fitness Department this year included Specialized Pilates Reformer classes, Group Fitness Party Programs, Egoscue Pain-Free Treatment Program, Nutrition Lecture Series, Informational Nutrition Displays, and Kids Cross-Training. In the Sports department, the JCC introduced a successful, ongoing men's basketball league and partnered with Mike Allen Sports to offer a wide range of youth basketball and volleyball programming. Pacific Soccer Academy had its highest attendance ever in Fall 2010, and reached over 100 participants in its outdoor recreation league. Tennis programs also continued to thrive.

## Cultural Arts

This year's highlights included the JCC's community theater production of Annie, as well as a performance by The Hulegeb Ethiopian-Israeli Theater of Teret Teret and two major art exhibitions, Centropa and From Underdogs to Underworld: Jewish American Gangsters and the American Dream. Other art exhibits included Keeping the Promise: Ethiopia to Israel, Bilha Sperling Presents Israel, and In the Beginning: An Exploration of the Hebrew Alphabet. Concerts included the Capriccio Chamber Orchestra, several free performances by the San Jose Youth Symphony, and a San Jose Opera performance for seniors, as well as a family-oriented film of The Magic Flute presented by the San Francisco Opera.

## Membership

Center membership remained steady throughout the year. The Membership Department arranged a variety of social events for members, including the highly popular Float Night Pool Parties in the summer, Outdoor Movie Night, Pet Adoption Day, evening social mixers, a Member Appreciation Breakfast, and holiday foods in the lobby.

## Hospitality

Facility rentals continued to increase, reaching their highest income to date. The JCC made its auditorium available for a variety of civic and community events, as well as celebrations such as bar and bat mitzvahs, wedding receptions, and quinceañeras. In the J Weekly's 2010 reader poll, the JCC was voted Best Place in the South Bay to Have a Bar or Bat Mitzvah.

## Fundraising and Special Events

The JCC raised \$692,609 from its fundraising year. Fundraisers and special events included the Circle of Friends annual campaign, Casino Night, and a Wine Tasting at Villa Cortona.



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